

## ***Negotiate for Success Part 2: Mastering Competitive Negotiation***

**Objective :** This is a one-day intensive workshop introducing in-depth knowledge and skills required for successful commercial negotiations. A key theme of this course is to achieve some extent of win-win under typical competitive situation in which two companies engage in a business negotiation - e.g., procurement, service improvement, or price adjustment for existing services. Concession planning and various negotiation tactics will be discussed. Participants will be prepared for negotiations with mainly external parties through understanding the key dynamics of competitive negotiations as well as the required soft skills. Participants are required to assimilate what they have acquired and apply such knowledge in practical exercises which will be mostly created from real-world business cases.

Participants are assumed to possess basic knowledge of negotiation and have exposure to business negotiation in a real-life situation. Ideally they should have completed Part 1 of this negotiation series before taking this course.

**Format :** 50% Lectures, 50% Role play, simulation and group discussion

**Key :** • Framework for Negotiation

- Topics**
- The four stages of negotiation: Preparing, Opening, Bargaining and Closing
  - The importance of preparation
  - Know your objectives: tangibles and intangibles
  - Identifying strengths and weaknesses at each stage of the process
  - Setting settlement range: target range, opening position, and walkaway
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- Competitive Negotiation
    - Is it possible to achieve win-win in a competitive situation?
    - Identifying interests and options

- Planning the negotiation
  - Opening positions
  - Collecting information
  - Planning concessions
  - The art and science of making concessions
  - Commitments and final offer
- Negotiation Tactics and Soft Skills
    - Never accept first offer
    - Assume everything is possible
    - Nibble to get more
    - The power of silence
    - Limited authority
    - The missing person
    - The time constraint
    - Good cop bad cop
    - Other gambits and traps
    - Listening skills and assertive skills

**Instructor :**      **Kevin Chui**

Kevin Chui is a Principal Consultant at Knowledge Century, and a well-known speaker in project management. His workshops and seminars have been well received by corporate audience from Hong Kong, China and Asia. Kevin's career in the IT and telecommunications industry includes several management positions at multi-nationals such as AT&T and Citibank, with far-reaching project management and outsourcing management experience in Asia Pacific. He led and participated in complex negotiations across Asia, including client-vendor negotiations, merger and acquisition negotiations, and contract negotiations on large outsourcing deals. Kevin currently serves in PMI as Regional Component Mentor of North Asia.

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