CeDR
CORPORATE CONSULTING
198501004328 (136767-V)

NEGOTIATION AND INFLUENCING SKILLS FOR BETTER RESULTS

DATE: *28-29 April / 12-13 August / 3-4 December 2025*

DURATION: *2 Days*

HRD CORP SCHEME:
HRD Corp Claimable Courses

FEE: *RM 1,250*

PROGRAM OVERVIEW

This workshop is specially designed to equip the participants with the necessary knowledge and skills for negotiation.

Negotiation is the process of searching for an agreement that satisfies various parties. A real negotiation implies a "win-win" situation, in which all parties are satisfied. This workshop seeks to expose participants to the intricacies of work negotiation with the aim of making them more competent negotiators individually and as a team member to support others during the negotiation process.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Understanding what is negotiation and the purpose of negotiation
- Learning the various stages in the negotiation process
- Applying the various techniques available in a negotiation
- Appreciating the value of a team during negotiations
- Learning how to prepare a team for negotiation
- Learning the techniques of making concession
- Learning how to handle the tough negotiator

METHODOLOGY

Course will be conducted in form of class activity, case study, discussion

WHO SHOULD ATTEND

- Mid/Senior Level Manager
- First Level Manager
- Executive/Supervisory

FACILITATOR

Ken Woo

He is an MBA degree holder from Herriot-Watt University, Scotland. Ken built a career in various aspects of Banking for a total of 30 years. His experience spanned from Banking & Branch Operation, Credit, Product Development and finally Training & Development. He specializes in Soft-Skills and is an excellent speaker. His sessions are highly engaging with the latest adult learning methodology in a non-conventional way. He has trained more than 1000 students in local institutions (diploma and degree programs) since 1997, which provided the platform for interaction and in depth understanding of the younger generation. He also worked with the many younger groups in outdoor boot camps and team building programs (2009-2011), building their confidence and motivation level.

PROGRAM CONTENT

Module 1
An Introduction To The Critical Blocks Of Successful Negotiation

- Definition of Negotiation – the basics.
- An introduction to the concept of influencing as part of negotiating.
- How do you use influencing skills in negotiation process.
- Identifying skills gaps.

Activity 1- Identifying work place scenarios.
Activity 2- Boss and Subordinate Negotiation – Warm Up Exercise

Module 2
Improving Influencing Skills

- Preparation is key to influencing.
- The checklist before negotiation.
- Understanding the difference between buyer and seller negotiation.
- Work place case for simulation
- Learning how to make appropriate preparation for a negotiation and gain influencing power with it.

Activity 3 – What are the items in your preparation list before negotiation
Activity 4 – The Royale Reading Plant – Contract Issue

Module 3
The Win-Win Deal

- Understanding the mechanics of the Win-Win Situation
- Can Win-Win Situation work for sale transaction/procurement situation.
- Understanding the body language of your counterparts
- Commitment to value propositions & learning to compromise
- Sharpening the components of communication that are crucial on negotiation

Activity 5 – Tic-Tac-Toe
Activity 6 – Prisoners Dilemma

Module 4
The Finer Points In Negotiation

- The profile of a negotiator
- Can you make Concessions (discounts and rebates)
- Developing Effective Negotiation Techniques – control the conversation - assertiveness
- Dealing with the “Hard Nut Negotiator”

Activity 7 – Handling the Red Negotiator (Hard Nut)

Module 5
Using The Power Of Communication In A Negotiation Process

- Understanding proposal and tradables.
- Identifying your tradables
- Understanding how to summarize & developing a conclusion
- Continuous follow-up & creating action oriented activities
- Developing Checklist for Action.

Activity 8 - What are your communication gaps for improvements
Activity 9 – The Bad Sales Issue – Negotiation with Your Boss

Module 6
The Concept Of Distributive Bargaining

- The art of knowing where to start and where to stop you’re your ultimate price.
- Understanding your entry and exit point with regards to monetary terms.

Activity 10 – The Terrorist Negotiation – Role Play

PROGRAM SCHEDULE

Day 1

9:00am	- 10:30am	:	Module 1
10:30am	- 10:45am	:	Coffee Break
10:45am	- 1:00pm	:	Module 1 & 2
1:00pm	- 2:00pm	:	Lunch
2:00pm	- 3:30pm	:	Module 2 (*Continue*)
3:30pm	- 3:45pm	:	Coffee Break
3:45pm	- 5:30pm	:	Module 3
			End of the day

Day 2

9:00am	- 10:30am	:	Module 4
10:30am	- 10:45am	:	Coffee Break
10:45am	- 1:00pm	:	Module 4 & 5
1:00pm	- 2:00pm	:	Lunch
2:00pm	- 3:30pm	:	Module 6
3:30pm	- 3:45pm	:	Coffee Break
3:45pm	- 5:30pm	:	Module 6 (*Continue)*
			End of the day