1. RATIONALE
Negotiation is a process through which parties move from their initially divergent positions to a point where agreement may be reached.
In our life-time we negotiate all the time. It is done through a process of convincing and influencing others. If you learn to use your natural communication and observation abilities to better understand the ways people negotiate in both business and in personal relationships, you will always come up a winner.
Unfortunately, many executives do not think that negotiating will solve problems so they do not handle situations as effectively as they might. Many people still find the idea of negotiating with others uncomfortable.
One cannot afford to take frequently legal advice on contracts and frequently end up running unnecessary risks. This straightforward definitive workshop on negotiating that will help you to overcome all these - offers a practical, step-by-step method for drafting your own business contract, avoid the most common legal pitfalls and get a better deal for your business. It tells you how to protect yourself in negotiations and what to do if things go wrong after the contract have been signed.

Training on Negotiation Skills
Negotiating is an art, and to some extent today.....it is also a science. Not every one is a natural bargainer and you should obtain formal training in analysis, preparation and tactics. Practising bargaining and role playing is a useful way of learning off the job.

Today, in a globalised environment, the difference between a company with trained skill in Negotiation and one without, will certainly determine a company’s sales turnover whilst profit making ability.

2. KEY FOCUS AREA
Business is one big negotiation. We all spend a good part of our day negotiating with coworkers, our bosses, other departments, sales people, customers and suppliers.

Negotiation is between two sides with varied personalities. This workshop intends to empower you to negotiate with all types of people in all types of situations, especially focusing on Commercial, Sales, and Projects. More over, during my working career, I noticed one thing, even today many are not very familiar with the principles of bank guarantee, arbitration, jurisdiction, payment terms, delivery terms, modes of payment, various commercial aspects of a contract / agreement, thus putting them into a cash trap. How to use all these effectively to your advantage, avoid falling into a cash trap is the aim of this workshop.

3. RESULT AREAS
This workshop: has it worked for others? It has in my 28 years working career. Also, both in-house and public workshops. This workshop will help all managers to become a better negotiator. Although some people are better natural negotiators than others, developing basic negotiation skills is far less difficult than it appears. This is a function where every little counts. Skilled Negotiation will surely end up in a win-win agreement, thus add to Net Profit.
Negotiation can be more effective only when one is familiar with the various commercial aspects of business and its implication. This workshop therefore aims:

3.1 For Organisation:
- To approach Negotiation in a professional manner.
- Immediate ways to deal with different types of objections.

- Understand commercial aspects and contain cash traps in contract.
- How to plan, organise a step-by-step System for Negotiation.
- Tried and tested approaches to tackle various type of situation.

3.2 For Participants:
- To empower managers in their task effective negotiation.
- To enable them to become aware of the total economic, psychological and strategic factors involved.
- Negotiation mistakes and how to avoid them.
- To encourage proactive methods share a tested organisation strategy.
- Develop the ability to recognize the specific feelings, values and beliefs that of other people and adjust one’s attitude.
- To inform, enthuse, inspire and empower in solving problems, objections and put offs.

4. PARTICIPANTS PROFILE
The programme will benefit all executives and staffs from Sales, Purchase, Marketing, Logistics, Distribution (direct or channel), Finance and Accounts from all types of businesses. A must for first time sales people.

5. WHAT WILL IT COVER: (TWO DAYS)

<table>
<thead>
<tr>
<th>Morning Session</th>
<th>Afternoon Session</th>
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<tbody>
<tr>
<td>• Commercial Negotiation Strategies and Tactics</td>
<td>- Customer and Contract / Agreement: Legal aspects</td>
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<td>Key steps to effective negotiation</td>
<td>- Commercial Aspects</td>
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<td>The Understanding / Agreement Process: Step-by-step</td>
<td>- Terms of Payment</td>
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<td>Overcoming Problems, Objection and Put-offs</td>
<td>- Inco / Shipping / Delivery Terms</td>
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<td>• Quotation, Bids and Cash Traps</td>
<td>- Modes of Payment</td>
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<td>- Bank Guarantee / Security Deposits etc.</td>
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<td>- Drafting Contracts</td>
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6. WORKSHOP METHODOLOGY
Participative and interactive. Presentation, success stories, problem discussions and course material (one copy).

7. WORKSHOP FEES: Will be sent along with the proposal.