

MASTERING NEGOTIATION

BECOME A PRINCIPLED AND PERSUASIVE NEGOTIATOR

2 - Day Training Course

WHY TAKE THIS TRAINING COURSE?

An organization's success is largely defined by its ability to successfully negotiate favorable deals in order for it to thrive and prosper. Almost all roles today require negotiation, whether it is to broker a favourable deal for your company, make a successful sale, or negotiate the salary raise or promotion you feel you deserve.

Hence, it is critical that those tasked with negotiating possess savvy negotiating skills in order to effectively compete in today's competitive and highly international marketplace.

COURSE OBJECTIVE:

Attend this course to:

- Understand the fundamental theories behind negotiation and deal making
- Learn to understand the goals and objectives of those you negotiate with
- Develop trust with your business partners, colleagues and staff
- Feel more confident conducting negotiations in your daily work
- Meet likeminded professionals in a friendly learning environment

WHO IS THIS COURSE FOR?

- Entrepreneurs
- Business people
- Government officials
- Staff engaged in sales, marketing, customer development, and management who want to hone their negotiating skills to achieve better outcomes

The training will be conducted in English, Khmer and French

COURSE SPECIFICS:

The information taught will be delivered in an informative and interactive manner, aided by the use of slides and relevant video clips, with articles and hand-outs addressing key learning points also being utilized. In addition to case studies, participants are expected to share work/school

related negotiation scenarios they have encountered in order to discuss, analyse and resolve said referenced challenges.

The course will cover the following:

- Distributive versus Integrative Negotiating Styles
- Assessing One's Opponent--Understanding Personality Traits
- Power--Recognizing and Creating It
- Distinguishing Between Positions and Interests
- Expanding the Pie--Creating and Exploring Options
- Developing Trust and Identifying Mutual Interests
- Exploratory Questioning and Strategic Listening
- Pre-Negotiating Preparations
- Recognizing and Dealing with Dirty Tricks
- Cross-Cultural Negotiating Challenges
- In-Session Analysis of Negotiation Scenarios and Round Table Discussions

ABOUT THE TRAINER:

Mr. Robert V. Longo, the founder of Art of Communication

He is an American citizen with a Bachelor of Arts in Economics and a Juris Doctorate in Law. He practiced as a criminal trial lawyer with the U.S. military in Germany where he honed his advocacy skills before entering the financial sector working in sales and client development with multinational insurers and banking institutions. Since 2010, Robert has lectured throughout Asia teaching business, finance, law and his favorite area of interest, communication and presentation. Robert has been engaged to provide communications training for the World Bank, and was retained as the Executive Director of Cam-ASEAN International Institute to launch their business English language school in Phnom Penh before resuming his training programs for businesses and universities. Presently, he is on the faculties at Royal University of Law and Economics (RULE) and National University of Management (NUM), both located in Phnom Penh, Cambodia.

Training Fee:

Member price: \$140

Non-member price: \$175

If interested in this course, for you and your staff please contact below

FOR MORE INFO: MR. NOUN UKSA

Email: market.analyst2@eurocham-cambodia.org

Phone: +855 (0) 10 888 642