



PERSUASIVE PRINCIPLED NEGOTIATION SKILLS WORKSHOP

(highly experiential role-play based learning)

ATCEN SM

Free access to ATCEN e-learning solution on
Negotiation Skills (T&C applies)

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Date : 2nd – 3rd May 2018
Venue : Vistana Hotel, Kuala Lumpur

Workshop Description

The Persuasive Principled Negotiation Skills workshop is specially designed to equip individuals with the necessary knowledge and skills for successful negotiations through persuasive communications. It seeks to expose participants to the intricacies of negotiation in sales, daily situations and at the workplace with colleagues. Achieving the ultimate aim of enabling them to be more successful negotiators individually by gaining leverage on preparation, understanding self and assessment of negotiation opponents.

Workshop Learning Objectives

- Understanding what is persuasive negotiation and how to use it in negotiation situations;
- Assessing of individual negotiation behaviour and preferences;
- Learning the various stages in the negotiation process;
- Applying the various techniques available in a negotiation;
- Develop an understanding of how to listen to and use your opponents words to gain an advantage;
- Learning how to prepare a team for negotiation.

Who Should Attend?

- All individuals who are involved in negotiation situations

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

Chronology applies for Day 1 and Day 2.

Facilitated & Marketed by:

ATCEN SM

This training is **PSMB claimable**
Subject to PSMB approval

Persuasive Principled Negotiation Skills Workshop

2nd – 3rd May 2018, Vistana Hotel, Kuala Lumpur

Module Outline

Module 1: Business Communication Overview

- The Power of Persuasive Communication in Business
- The Dynamics and Process of Persuasive Communication in Negotiations
- 4 Types of Persuasive Communications: Intrapersonal, Interpersonal, Group Communication and Mass Communication

Module 2: Personal Negotiation Styles

- Assessment of Individual Negotiation Techniques Using the AICA Model: Aggressive, Investigative, Cooperative and Ambitious
- Appreciating the Benefits and Weakness of Your Negotiation Style
- Preparing by Assessing and Understanding Your Counterpart to Achieve Success

Module 3: Prelude To Principled Negotiations

- Creating the Right Environment for a Negotiation Process
- Developing In-depth Knowledge of Your Opponents
- Pre-Negotiation Preparations: Physical, Mental and Support Materials

Module 4: The Finer Points In Negotiation

- Using the 12 Leverages of Power in Negotiation
- Developing the 8 Key Negotiation Techniques
- Understanding Soft, Hard and Principled Negotiations and when to Best Use Them

Module 5: Negotiation In Teams

- Appreciating the Benefits and Weakness When Negotiating In Teams
- Developing the Specific Negotiation Roles In a Team to Enhance the Negotiation Process
- Preparing a Team to Negotiate to Achieve Success

Module 6: Nonverbal Communication

- 5 Major Types of Non-verbal Behaviors
- 5 Principles for Interpreting Non-verbal Behaviors
- The Role of Non-verbal Communication

Program Facilitator

Ken Ng

Ken serves as Principal Consultant and Chief Master Trainer for The ATCEN Group – the People Development expert. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professionals Association of America and Certified Master Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as the "Sifu" to his peers, colleagues, partners and customers.

With more than 19 years of both strategic and operational customer contact experience, Ken is an author of numerous white papers, articles and has conducted in depth research and studies on sales, marketing, contact centers and customer experience in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards for their Inbound and Outbound categories.

His expertise has led to consulting and people development engagements at Multi-national Companies, Large Local Conglomerates and Government Link Companies regionally, where he focuses on the mission critical aspects of customer contact Strategic Blueprint design, Human Capital Recruitment & Development, Sales & Marketing, Motivation & Teamwork, Performance Management implementation, Contact Center Management & Knowledge Management of product and customer data in a highly challenging environment to achieve performance excellence.

Ken first became involved with sales in the mid 80's while he was still in America. Since then, Ken has held a variety of leadership and management, operational roles in sales, service, marketing, collections for major customer contact operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting of the Asia Pacific region, consultant for Microsoft Malaysia's MSN website to Sales and Marketing Strategist for the Kirby Company, USA.

CLIENTELE

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
Affin Bank Berhad
Aims Data Centre Sdn Bhd
Airfoil Services Sdn Bhd
Ajinomoto (M) Bhd
Alcan Packaging Malaysia
Alcatel-Lucent Malaysia Sdn Bhd
Alliance Banking Group
Allianz Life Insurance Malaysia Berhad
ALSTOM Asia Pacific Sdn Bhd
Amanah Raya Berhad
AmBank (Malaysia) Berhad
AmG Insurance Bhd
AmLife Insurance Berhad
Amway (M) Sdn Bhd
Arachem Tech Training Centre
Autoliv Hirokata SRS Sdn Bhd
Automobiles Peugeot
AXA Affin General Insurance Bhd
Axon Solutions Sdn Bhd
Bank Islam Malaysia Bhd
Bank Muamalat
Bank Negara Malaysia
Bank Rakyat
Beaufour Ipsen International
BlueScope Steel (M) Sdn Bhd
BMW Malaysia Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd
Business Information Technology
Byte Craft Sdn Bhd
Canon Marketing (M) Sdn Bhd
Celcom (M) Sdn Bhd
Central Forwarding Agency Sdn Bhd
Century Total Logistics Sdn Bhd
Chemopharm Sdn Bhd
CIMB Bank Berhad
CL Computers (M) Sdn Bhd
CMCM Perniagaan Sdn Bhd
CNI Enterprise (M) Sdn Bhd
Colgate-Palmolive (M) Sdn Bhd
Computer Systems Advisers (M) Berhad
Credit Guarantee Corporation (M) Bhd
CSC Malaysia
D G Kom Sdn Bhd
Dagang Net Technologies Sdn Bhd
Datacom South East Asia (M) Sdn Bhd
Datacraft Advanced Network Services Sdn Bhd
Dell Global Business Center Sdn Bhd
DHL Express (Malaysia) Sdn Bhd
Dialog Telekom Limited
Diethelm (M) Sdn Bhd
DiGi Telecommunications Sdn Bhd
Dumex (M) Sdn Bhd
East of Suez Holdings Sdn Bhd
ECM Libra Investment Bank Berhad
ECS Pericomp Sdn Bhd
Edaran Tan Chong Motor Sdn Bhd
e-Genting Sdn Bhd
Entellium Technologies Sdn Bhd
EON Bank Berhad
EPF Social Security Training Institute (ESSET)
EPIC-I Sdn Bhd
EPS Computer Systems Sdn Bhd
Ericsson Malaysia
Etiqa Insurance Bhd
Etiqa Takaful Bhd
Euratech (Malaysia) Sdn Bhd
Formis Software Dynamics Sdn Bhd
Fresenius Medical Care Malaysia Sdn Bhd
Frontline Technologies Malaysia Sdn Bhd
FSBM Mantissa (M) Sdn Bhd
Fuji Xerox Asia Pacific Pte. Ltd
Fujitsu (Malaysia) Sdn Bhd
Gagasan Carriers Sdn Bhd
Gapurna Technologies Sdn Bhd
Genting Information Knowledge Enterprise Sdn Bhd
Global Transit Communications Sdn Bhd
Group Associated (C&L) Sdn Bhd
Grundfos Pumps Sdn Bhd
Gucci (Malaysia) Sdn Bhd
Guinness Anchor Berhad
HeiTech Padu Bhd
Hewlett-Packard Sales (M) Sdn Bhd
Hilton Petaling Jaya
Honda Malaysia Sdn Bhd
ICI Paints (Malaysia) Sdn Bhd
IITC Global Technology Sdn Bhd
IMU Education Sdn Bhd
InfoConnect Sdn Bhd
ING Insurance Bhd
interTouch (Malaysia) Sdn Bhd
iPerintis Sdn Bhd
Islamic Banking and Finance Institute Malaysia Sdn Bhd
ISS Consulting (M) Sdn Bhd
IT-365 Malaysia Sdn Bhd
ITApps Sdn Bhd
Jabatan Pengangkutan Jalan
Jabatan Pentadbiran Latihan
Jebsen & Jessen Communication Solutions (M) Sdn Bhd
Johnson Controls (M) Sdn Bhd
Kannal Solutions Sdn Bhd
Keretapi Tanah Melayu Berhad
Kolej Yayasan UEM
Kualiti Alam Sdn Bhd
Kurnia Insurance (M) Bhd
Lafarge Cement Sdn Bhd
Majlis Amanah Rakyat (MARA)
Malayan Banking Berhad
Malayan Cement Industries Sdn Bhd
Malaysia National Insurance Berhad
Malaysian Assurance Alliance Berhad
Maxfame Technologies Sdn Bhd
Mayban Fortis Holdings Berhad
Mayban General Assurance Berhad
MBF Cards (M) Sdn Bhd
McKinnon & Clarke Sdn Bhd
MEASAT Satellite Systems Sdn Bhd
Media Prima Berhad
MEPS (1997) Sdn Bhd
Mesiniaga Bhd
Mexter MSC Sdn Bhd
Mid Valley City Sdn Bhd
MISC Berhad
Mitsui-Soko (M) Sdn Bhd
MnEBay (M) Sdn Bhd
MNRB Holdings Berhad
Modipalm Engineering Sdn Bhd
MOHR
Malaysian Life Reinsurance Group Bhd
Multimedia College
N2N Connect Berhad
NCH Corporation (M) Sdn Bhd
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Netstar Advanced Systems Sdn Bhd
OCBC Bank (M) Bhd
OMD (M) Sdn Bhd
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Oracle Corporation (M) Sdn Bhd
P&O Global Technologies Sdn Bhd
PanGlobal Insurance Berhad
Paradigm Systems Berhad
Pembangunan Sumber Manusia Berhad
Perbadanan Bekalan Air Pulau Pinang
Pernecc Corporation Berhad
Pharmaniaga Logistics Sdn Bhd
Plus Expressways Berhad
Power Innovations Sdn Bhd
Premier Lubricants (M) Sdn Bhd
Prometric Technology Sdn Bhd
Proton Edar Sdn Bhd
Prudential Services Asia Sdn Bhd
Rangkaian Segar Sdn Bhd
REDtone Telecommunications Sdn Bhd
Rentwise Sdn Bhd
RHB Bank Berhad
Ricoh (Malaysia) Sdn Bhd
Rohas-Euco Industries Bhd
SAINS Sdn Bhd
Samsung Malaysia Electronics (M) Sdn Bhd
Sapura Research Sdn Bhd
Sarawak Information Systems Sdn Bhd
SCAN Associates Berhad
Scope International (M) Sdn Bhd
Shangri-La Hotels Marketing Sdn Bhd
Shell IT International Sdn Bhd
Shell Malaysia Trading Sdn Bhd
Signature Manufacturing Sdn Bhd
Skynet Worldwide (M) Sdn Bhd
SnT Global Services Sdn Bhd
Sony BMG Music Entertainment
Southern Bank Berhad
Standard Chartered Bank
Star Publications (Malaysia) Berhad
Sumiso (M) Sdn Bhd
Sun Media Corporation Sdn Bhd
Sunway Holdings Bhd
Sunway Pyramid Sdn Bhd
Suruhanjaya Syarikat Malaysia
Takaful Ikhlas Sdn Bhd
Taylor's College Sdn Bhd
Teknicast Sdn Bhd
Teknik Janakuasa Sdn Bhd
Teledirect Telecommerce Sdn Bhd
Telekom Sales & Services Sdn Bhd
Telekom Smart School Sdn Bhd
Telshine Sdn Bhd
Tenaga Nasional Berhad
The Media Shoppe Bhd
The Nielsen Company (Malaysia) Sdn Bhd
TIME dotCom Bhd
TM Asia Life (Malaysia) Berhad
Tokio Marine Insurans (M) Bhd
TT dotCom Sdn Bhd
Tycos Fire, Security & Services Sdn Bhd
UCB Pharma Asia Pacific Sdn Bhd
UEM Academy Sdn Bhd
United Overseas Bank (M) Berhad
University of Malaya
VADS Berhad
ViewPoint Research Corporation Sdn Bhd

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