

# PERSUASIVE PRINCIPLED NEGOTIATION SKILLS WORKSHOP

(highly experiential role-play based learning)

**Date** : 14<sup>th</sup> – 15<sup>th</sup> December 2015

**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 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**<sup>SM</sup>

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

# Persuasive Principled Negotiation Skills Workshop

14<sup>th</sup> – 15<sup>th</sup> December 2015, 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

#### Note:

Highly experiential role-play based learning. Content is intertwined into role-plays and used to debrief to internalize learning.

## Program Facilitator

### Ken Ng

Ken is an industry and globally recognized human performance consultant/ trainer and acclaimed communicator. Best known for his energetic interactivity and engaging style of presentation and interactive facilitation, his services are much sought after. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America, Certified Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication with more than 19 years of working experience from various industries.

An internationally certified trainer utilizing experiential and accelerated learning methods, Ken is constantly requested to conduct workshops for people of all levels. His expertise and highly interactive approach into people development has won many accolades from clients and has resulted in countless consulting and human capital enhancement engagements at Multi-national Companies, Large Local Conglomerates and Government Linked Companies regionally.

In addition to being passionate about unleashing individual, team and organizational potential, Ken is also an author of numerous white and technical papers, articles and has conducted in-depth research and studies on sales, marketing, customer contact and the customer experience in Asia Pacific. He has been highly involved in providing strategic directions for the Asian customer interaction management industry through summits, congresses, conferences and knowledge sharing tradeshows. He is continuously nominated by the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards.

This career people developer's passion for enhancing human performance first began fascinated with and immersed himself into the field of human capability and potential in the late 80's while he was still in America. Since then, Ken has delved into this area of interest. 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 (APAC), consultant for Microsoft Malaysia's MSN website, Marketing Strategist for the Kirby Company, USA to Special Events Liaison for the University of Oklahoma.

ATCEN is excited to have an enthusiastic individual like Ken to be able to share his experience, knowledge and uncanny insight in recognizing and tapping into individual's hidden potential for both personal and clients' organizational success.

# 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 Hirotako 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  
Jebson & 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  
NEC Corporation of Malaysia Sdn Bhd  
Netstar Advanced Systems Sdn Bhd  
OCBC Bank (M) Bhd  
OMD (M) Sdn Bhd  
Optimal Chemicals (M) Sdn Bhd  
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  
Permec 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  
Tyco 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

# Persuasive Principled Negotiation Skills Workshop

14<sup>th</sup> – 15<sup>th</sup> December 2015, Vistana Hotel, Kuala Lumpur

## Registration Form

### Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Invoice Attention To (Mr/Ms): \_\_\_\_\_

Company Stamp Chop:

### Workshop Investment – RM2,800 per participant

*(6% GST is chargeable)*

**Group Discount of 10%** for 3 or more participants who register for the workshop at the same time and are from the same organization.

*Price is inclusive of all materials, lunches and tea-break.*

**\*\*This training is PSMB claimable**  
subject to PSMB approval

### To register, complete this form:

1. Email form back to sender's email address/  
shera@atcen.com
2. Fax this form to +603-8940 2620

### Bank Draft:

Payable to **ATCEN SDN BHD** and courier to:  
18-1 Jalan Dagang SB4/1, Taman Sungai Besi Indah,  
43300 Seri Kembangan, Selangor Darul Ehsan,  
Malaysia.

### By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**  
Bank : Public Bank Berhad  
Acc No : 3-1304600-34

All bank charges to be borne by payer.

For further information,  
kindly email your enquiry  
to [shera@atcen.com](mailto:shera@atcen.com)

## Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The information that you provide in the Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to offer, provide and continue to improve its programs and other services. Participants are responsible to advise the organizer if they do not wish to be included in the above.

## For Office Use Only

Corporate Sales Consultant: SHERA

Invoice Number:

Invoice Date: