

A highly practical 2-day workshop specially designed for managers and negotiating team for whom the success of their organization depends on their negotiating expertise.

Ever felt out of your depth in negotiation?  
**Outmaneuvered? Outplayed?**

*Getting to Done Deal!*

# **Strategic Negotiation**

*for the New Millennium*

March 8-9, 2004 \* Holiday Villa, Subang Jaya.



Led by

**Valentina Stollar**

World-Class Specialist in Business Negotiations

Brings a unique experience that can only be offered by an expert who has conducted hundreds of Negotiation workshops in Asia, Middle East, Australia and Europe

A business negotiation is a process, not an event!  
Leave this workshop being able to handle any negotiation  
with greater ***Precision, Confidence and Impact!***

Another World-Class Event Brought to You by

**RAYMA** NOTHING'S  
IMPOSSIBLE!

# Getting to Done Deal!

## Prepare yourself and your negotiating teams for today's tough negotiations – and tomorrow's challenges...

Your company's ability to survive and thrive will depend more than ever on your skills to negotiate the best possible terms and conditions. Strategic Negotiation is a major element in achieving success and impacts directly on the bottom-line results, both in terms of external as well as the on-going internal negotiations. Emphasis is placed on planning and executing negotiations. With these improved skills, you will be able to handle any negotiation with greater precision, confidence and impact.

## Creative Solutions for your toughest negotiating problems

Conflict is often considered inevitable in negotiations. When negotiations fail, everybody loses – the exact opposite of the Strategic Negotiation taught here. The techniques have been proven in hundreds of negotiation seminars, workshops and most of all in the arena of real life. They stem from the simple philosophy that after a successful negotiation, everybody's got to come away a winner.

*That's Getting to Done Deal!*

## Develop Confidence-Building Skills that maintain your control of negotiations. This workshop shows you how to

- ◆ Prepare effectively and strategically for any negotiation
- ◆ Discover the vital common ground between the negotiating parties
- ◆ Ask strategic questions
- ◆ Interpret what is being said – and not said
- ◆ Apply the concepts underlying all business negotiations
- ◆ Understand how the negotiation and influencing process works
- ◆ Identify the skills necessary for successful negotiations
- ◆ Employ negotiation tactics to influence the balance of power and counter tactics used by the other party
- ◆ Create the appropriate emotional “atmosphere” for the desired outcome
- ◆ Structure your communications skills to develop cooperation with the other party
- ◆ Close a negotiation and secure commitment to lasting agreements
- ◆ Ensure success in every negotiation

“Your success as a negotiator will vary from negotiation to negotiation. However, you bring one very important and controllable resource to every negotiation you enter – **Yourself!**  
- *Valentina Stollar*

Your international negotiation specialist

## Valentina Stollar

Valentina, who holds degrees in Law, Economics and Education founded Aspire Training – a global management consultancy firm, specializing in Human Resource Development. She regularly conducts workshops in Hong Kong, Singapore, Malaysia, London as well as Australia.

Her expanding practice includes clients such as ANZ Bank, Santos Ltd, Commonwealth Bank, Metway Bank, Alcan Australia, AMP Society, The Northern Territory Police, Woodside Offshore Petroleum as well as Queensland Treasury, Office of Premier and Cabinet, Telstra and other public sector organizations.

Prior to becoming an independent consultant, Valentina worked for the Australian Institute of Management, where as human resource consultant she specialized in conducting their Management Training programs, as well as workshops in Effective Negotiating Skills, Persuasive Communication and Conflict Resolution. She was responsible for many successful in-company activities with organizations such as Boyne Smelters, Queensland Cement and Lime and Readymix.

Before joining A.I.M., Valentina worked as a management consultant with the Queensland Electricity Generating Board. Among her key roles was responsibility for training line managers to improve the productivity and effectiveness of their people and in the area of industrial, legal and contractual negotiations.

In negotiation training, Valentina can advise and help with almost any single negotiation situation, be it international, legal, professional, sales or commercial. She has worked with groups as varied as Russian bank managers, Chinese medical professionals, Australian police force, engineering consulting firms and State and Federal government bodies.

Some of her recent clients in Australia include QANTAS, National Australia Bank, Argyle Diamond Mines, The Roads and Traffic Authority of New South Wales, Conrad International Hotel, Energy Australia, Attorney Generals Department and BHP.

## Special Workshop Features include

- ◆ Broad set of examples and experiences – a unique international perspective on business negotiation
- ◆ Realistic case studies, hands-on negotiation simulations
- ◆ Covers the entire business negotiation process
- ◆ Pre-negotiations, negotiation tactics and strategies
- ◆ Dealing with concessions, post negotiation approaches
- ◆ Focuses on optimizing negotiating skills in difficult economic circumstances

## Workshop Content

### SYSTEMATIC PREPARATION FOR THE NEGOTIATION

- ◆ How to be more effectively prepared
- ◆ The substance of your case
- ◆ The process of the negotiations

### CONDUCTING THE NEGOTIATIONS

- ◆ The need theory of negotiation
- ◆ What really drives negotiators
- ◆ Keys to building an effective strategy
- ◆ Exercises in building common ground
- ◆ Critical components underlying the negotiation process
- ◆ Psychology in negotiation
- ◆ Identifying your options
- ◆ Problem solving approach to the negotiation
- ◆ How to control the negotiation

### NEGOTIATION SIMULATION BETWEEN TEAMS

- ◆ Testing the conceptual framework
- ◆ Diagnosis and important lessons for negotiations
- ◆ Development of a negotiation checklist

### INFLUENCING THE “ATMOSPHERE” OF NEGOTIATIONS

- ◆ Understanding the impact of emotional “atmosphere”
- ◆ Separating emotion from fact
- ◆ Questioning and timing one’s proposal
- ◆ Dealing with the temporal environment
- ◆ Structuring language for cooperation
- ◆ Techniques for managing a dialogue

### NEGOTIATION TACTICS: INFLUENCING THE BALANCE OF POWER

- ◆ Other party’s strategies in negotiation
- ◆ Pre-negotiation tactics
- ◆ The critical importance of the opening move
- ◆ Persuasive on-going tactics
- ◆ Negotiation deadlocks and how to break them
- ◆ The tactical approach to concession making

### PLANNING THE NEGOTIATION THROUGH CRITICAL PHASES

- ◆ Managing the introduction phase
- ◆ Identifying and controlling where the differences will be
- ◆ Handling resistance to the other party’s satisfaction
- ◆ Coming together – the integration phase
- ◆ Locking in the final offer – the settlement phase
- ◆ Creating lasting commitment
- ◆ Monitoring compliance
- ◆ Renegotiating agreements when necessary

### COMMUNICATION SKILLS ENHANCEMENT

- ◆ Strategies for maintaining on-going relationships with the other party
- ◆ Strategic questioning to negotiations – when and how
- ◆ Ensuring the other party sees value to the solution
- ◆ Influencing the difficult, obstinate or negative prospect

### CLOSING THE NEGOTIATION

- ◆ Start with easy agreements
- ◆ Identifying the other party’s objectives and goals
- ◆ When is the best time to close
- ◆ Ways to close the negotiation
- ◆ Negotiation ethics

### NEGOTIATION IMPLEMENTATION

- ◆ Practicing your own personal negotiation situations
- ◆ Overcoming personal negotiation difficulties
- ◆ Critique and lessons relevant to your own negotiations

### DEVELOPING FUTURE NEGOTIATION ACTION PLANS

- ◆ Habituating the entire process
- ◆ Specifying priorities – building action plans
- ◆ Evaluating performance
- ◆ Post negotiation audits
- ◆ Recommendations for your own organization

A partial listing of international organizations that have benefited from Valentina’s negotiation expertise:

#### MALAYSIA

- \* Institut Bank-Bank Malaysia
- \* Merchant Bankers Association \*
- \* Renong-UEM Sdn Bhd \*
- \* Tenaga Nasional Berhad \*

#### SINGAPORE

- \* Singapore Airlines \* Media Corp \* Singapore Trade Devp Board \*
- \* Port of Singapore Authority\* \* Thomson Multi Media \* \* DBS Bank \*
- \* Eveready \* Singapore Power \*

#### HONG KONG

- \* Hutchinson Whampoa Ltd \*
- \* John Swire & Sons \*
- \* Kowloon Canton Railway Corp \*
- \* Hong Kong Productivity Council \* Coca Cola \*

#### LONDON

- \* Moscow Norodny Bank \*
- MIDDLE EAST**
- \* Dubai Petroleum \* Dubai Tourism, Commerce and Marketing \*

**NOT TO BE MISSED!  
REGISTER NOW!**  
Valentina’s specialization in Business Negotiations spans 30 years and has gained her international recognition and acclaim.

**Team Attendance Highly Recommended!**  
to facilitate successful implementation of the knowledge and skills acquired from this workshop.

#### Certificate of Attendance

will be awarded on completion of the workshop.

## REGISTRATION FORM

**YES!** Please register the following for:

*Getting to Done Deal!*  
**Strategic Negotiation**  
*for the New Millennium*

**Date** March 8-9, 2004 **Time** 9am-5pm daily  
**Venue** Holiday Villa, Subang Jaya, Selangor D.E.

Name 1: \_\_\_\_\_

Position: \_\_\_\_\_

E-mail: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name 2: \_\_\_\_\_

Position: \_\_\_\_\_

E-mail: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name 3: \_\_\_\_\_

Position: \_\_\_\_\_

E-mail: \_\_\_\_\_

Mobile: \_\_\_\_\_

**Company:** \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

**Contact Person:** \_\_\_\_\_

Position: \_\_\_\_\_

E-mail: \_\_\_\_\_

Mobile: \_\_\_\_\_

## PAYMENT METHOD

**By Bank Transfer**

Remit payment at any Public Bank branch

• A/C Name: RAYMA Sdn Bhd

• A/C Number: 3081577110

Fax us the bank-in slip with this registration form at (03) 7804 4484

**By Cheque**

Cheque \_\_\_\_\_

Amount \_\_\_\_\_

made payable to RAYMA Sdn Bhd.

Fax this registration form, then send with payment to:

**RAYMA Sdn Bhd** (155878W)

2B Jalan SS 24/13, Taman Megah

47301 Petaling Jaya, Selangor Darul Ehsan

**Tel: (03) 7804 4666/777/888 Fax: (03) 7804 4484**

**Email: seminars@rayma.com.my**

## PROGRAM DETAILS

*Getting To Done Deal!*

**Strategic Negotiations**

*for the New Millennium*

◆ March 8-9, 2004

◆ 9am-5pm daily

◆ Holiday Villa, Subang Jaya, Selangor D.E.

**Your Investment**

RM 1,880 per person, inclusive of program manual, lunches and refreshments.

**Early bird incentive**

**Take 10% OFF the fee**

**Register and pay by 31 January 2004.**

**Team Attendance Highly Recommended**

This is to facilitate successful implementation of the knowledge acquired from the program.

**Group Incentive**

10% off for 3 or more from the same company.

## RESERVATIONS

Reservations can be made by telephone, telefax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before the program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

## CANCELLATION POLICY

Full refund for written notice received 2 weeks before program. A 25% cancellation fee will be levied for late cancellations. No refunds after 2 March 2004.

**Substitutions are allowed.**

## HRD COUNCIL: SBL SCHEME

Organizations contributing to the HRD Fund may claim 100% of the approved training program fee. Please apply through your HR Department at least 14 days in advance of the program to expedite approval from HRDC. RAYMA will be pleased to assist in this process upon request.

## RAYMA GUARANTEE

Full refund if we do not deliver what we promised. Just turn in your workbook at the end of the program

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