

A highly practical 2-day workshop specially designed for managers and negotiating teams 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 Stolar

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...

Most business leaders acknowledge that many of their victories were won at the negotiating table! Your company's ability to survive and thrive will depend more than ever on your skills to negotiate the best possible terms and outcomes. Today's business environment demands updated expertise and competence in negotiation. Professionals must learn to control the negotiation process, promote and encourage the acceptance of their proposal, thereby clearing the way for the formalization of the desired agreement. While subjective judgement is inevitable in the negotiation process, obtaining the optimal agreement requires a systematic methodology, a range of personal skills and a framework for planning and implementation.

“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 Stolar*

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

- ◆ How to **increase your power** in the negotiation process
- ◆ How to **increase your chances** of gaining the best deal possible
- ◆ What you need to do **before** the negotiation begins
- ◆ How to **control the atmosphere** of a negotiation
- ◆ How to formulate **positive negotiation strategies**
- ◆ How to use negotiation **tactics to advantage**
- ◆ How to **counter tactics** being used by others
- ◆ How to **obtain worthwhile concessions**
- ◆ How to **move to** and generate **joint solutions**
- ◆ How to **resolve impasses**
- ◆ How to **secure lasting agreements**
- ◆ How to **competently manage** the entire process

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 techniques addressed at this workshop. These 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, everyone needs to feel they have 'won'.

That's Getting to Done Deal!

Your international negotiation specialist

Valentina Stolar

Valentina who holds degrees in Law, Arts/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, England, the Middle East as well as Australia. She specialises in strategy advice, joint venture preparation and conducting negotiations. Her portfolio includes the construction, manufacturing, maritime, energy, oil, telecommunications, airline, engineering, retail, insurance and banking industries as well as the government sector. Her expertise in the design and implementation of negotiation consulting projects and specially tailored training workshops has seen her meet very demanding client specifications.

Her emphasis on being both practical and flexible while producing tangible results has become the identifying characteristic of her training programs. Her expanding practice in Australia includes clients such as ANZ Bank, Caltex, Energy Australia Roads and Traffic Authority of New South Wales, Commonwealth Bank, National Bank, Alcan Australia, AMP, The Northern Territory Police, Woodside Offshore Petroleum as well as Queensland Treasury Corporation, 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 manager she specialized in providing 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, cross cultural, sales or commercial. She has worked with groups as varied as Russian bank managers, Chinese medical professionals, Australian police force, engineering consulting firms and national government bodies.

Special Workshop Features include

- ◆ A unique international perspective on business negotiation
- ◆ Realistic case studies, hands-on simulations
- ◆ 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 effectively prepare the substance of your case
- ◆ Strategic process preparation

CONDUCTING THE NEGOTIATIONS

- ◆ What really drives negotiators
- ◆ Critical components underlying the negotiation process
- ◆ Identifying the other party's objectives and goals
- ◆ Developing an effective strategy
- ◆ 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 climate
- ◆ Separating emotion from fact
- ◆ 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
- ◆ Critical components underlying the negotiation process
- ◆ 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

- ◆ 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 18 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 Negotiation

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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