

DYNAMICS OF NEGOTIATING SKILLS™

Introduction

Some have said that negotiating is the “oldest profession in the world”. Some say there is another! Yet, success in either depends upon ‘satisfying mutual needs! There has to be a willing buyer, and a product or service that is a needs-satisfier.

Negotiating a deal – be it purchasing or selling can indeed be a challenge. Apart from the basic differences in personality and preferred styles or skills that will already exist, there is also a cultural dimension that maybe more obscure and subtle. Two people negotiating within their own culture is much less complex than when they negotiate cross-culturally.

There are several tried and tested formulas and models, yet there are social and economic factors that determine success. This programme also examines different cultural styles. Negotiating strategies, styles and skills to a family in their home, may differ from the boardroom. At the hub or core however, are the moments when the two parties meet. How is the chemistry, the rapport, the empathy? Do cultural or personality types gel, click or clash? We all know of a product or service we might need, yet may not buy from someone we don't know. Its all about building rapport, trust and relationships. Its about integrity and professionalism, effective interpersonal skills and negotiation strategies and tactics.

Factor such diversity into business or government negotiations, and we are presented with quite a challenge. It is this challenge that this workshop addresses.

Workshop Methodology

A key and unique feature of this workshop is that all participants will complete a personality traits survey form, resulting in a detailed personality profile. This will enable participant's to discover their own preferred cognitive and emotional styles, which in turn can strongly influence the dynamics of thinking and learning relating to this workshop.

Workshop design incorporates a variety of methods to both stimulate active learning and appeal to the mix of participants preferred learning styles. Building on participant personality profiles, a number of interactive exercises, games and group discussion help them to understand the different thinking skills needed. Where appropriate, selected multimedia, video or power point visuals augment a comprehensive manual of notes. The workbooks are professionally laid out, appealing to the learner and capturing key learning points and post workshop actions.

Learning Objectives

By the end of this program, participants will:

- Understand how personality, gender and culture influence thinking, emotional and learning styles.
- Recognise a range of different thinking styles and types related to the program.
- Discover how their own personality matches with the ideal negotiation process.
- Understand the role of negotiating in relationship to the whole value delivery chain.
- Know how to identify the different needs, preferences and personality types of prospects of the other parties.
- Be able to match specific negotiation techniques and processes to the personality profile of the other parties, as well as to their culture.
- Objectively compare some common and popular models of negotiating, in the context of differing cultural values and norms.
- Be able to use the common factors for building a bridge when communicating, bargaining and negotiating.
- Be able to capture and apply some specific strategies, tactics and skills when working and dealing in an Asian culture.
- Have developed a personal development action plan.

Workshop Contents

- Influence of Personality, Gender and Culture On Thinking and Learning
- Dynamics of Personality in Negotiating Styles
- Comparing several common negotiation models
- Analysing the differences and similarities both within and between Asian and Western ways of negotiation.
- Implications for these differences in Negotiation Strategies, Tactics, Styles and Skills
- How to identify and share certain cultural rituals to build rapport better.
- Selecting the approach that is best fit for you and your product and your customer profile.
- Anticipating and Dealing with Resistance
- Winning Long Term Good Will
- Personal Development Action Plan

Workshop Duration

This can be designed as a 1, 2 or more intensive 3 day workshop, subject to client's needs.

Brain Dynamics Global

No:7, Jalan 16/3, 46350 Petaling Jaya

Tel: (603) 7957 1130 Fax: (65) 603-7957 4571 E-mail: ea@bdglobal.org