

Course

# Being a Champion in Persuasion & Negotiation





A common problem encountered by seminar attendants at several business courses is the lack of hands-on experience in business negotiations of the lecturers/speakers. Seeing this prevalent problem and recognizing the needs of the market, we have developed the ‘Being a Champion in Persuasion & Negotiation course’. Attendants will be able to hear and learn a great deal of outstanding negotiating techniques from our experienced speaker who has repeatedly succeeded in business negotiations in real-life working situations.

## Expected Results

Attendants will be able to apply the knowledge they obtain from the seminar in their real-life situations and gain the upper hand in negotiations.



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# Outline

9 a.m. to 4 p.m.

- Persuasion and negotiation definition
- 4 styles of negotiation
- Pros and cons of each negotiation styles
- aSteps for negotiation
- Techniques to be the winner in negotiation
- Analyze your counterpart
- Negotiation workshop
- Techniques to increase bargaining power
- Techniques to get inside information from your counterpart
- Q&A

**Period of training (Length of Course) : 1 day**  
**Methodology: Lecture & workshop**



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# Principles

To provide guidance and 'how to' techniques so that attendants can apply them in their own real-life situations, gain an edge and prevail against their counter parts.

## Course Aims

1. Attendants to gain knowledge of the principles of persuasion and negotiation.
2. Attendants to gain an edge in persuasion and negotiation.
3. Attendants to apply the principles in analyzing the counter part.
4. Attendants to learn more techniques in solving problems rapidly when encountering unexpected situations.
5. Attendants to create a good impression in persuasion and negotiation resulting in a long lasting success in the business world.



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