

## Advanced Negotiation Skills Certification Programme

Mastering the ability to negotiate is more important than ever in an increasingly complex commercial world. Negotiation holds the key to getting ahead in the workplace, resolving conflicts, and creating value in contracts.

This certification programme aims at equipping business individuals with highly effective and strategic negotiation tools to take them to the next-level of their career.

It is highly essential for professionals in business, government, and non-governmental organisations who want to take their negotiation skills to a higher strategic level.

Programme code	10011932-05
Date and time	1-2 Mar 2022 9-12pm, 1-6pm (Total 16 hours)
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong. (Kowloon Tong MTR Station)
Medium	Cantonese (supplement with English Terms)
Course fee	HK\$3,500 (Early-bird: HK\$ 3,150, applicable on or before 11 Feb 2022)

### Introduction

This workshop has 16 hours of intensive training, including lectures, case exercise preparation, live negotiation drills, and case evaluation.

#### Key Takeaways

- Identify the opponent's bottom-line position
- Separate the person from the issues
- Negotiate interest oriented
- Able to handle unreasonable counter-proposals
- Better manage time to make the best deal earlier possible
- Understand how to close a deal

## Programme Contents

Participants will learn about the following influencing factors to help them deal with others when confronted with conflicts:

1. The **power balance** between themselves and others with whom they are negotiating;
2. The extent to which they establish whether a **negotiated outcome** will be possible and desirable;
3. The **attitude** towards preparation;
4. The **positioning of an argument**;
5. The **process of dialogue** to discover where a potential deal might be done and what type of proposal may advance the negotiation;
6. How to **bargain to achieve a goal**; and
7. The ability to build a deal suitable for and **meeting the interests of both sides**.

## Post Workshop Follow-up

1. Trainer will follow up on the results of your diagnostic consultancy according to your areas of focus and performance in the class.
2. At your discretion, you can sign up for the Business Negotiation Mentoring Program for instant help on Negotiation & Sales from professional coaches. (Additional charge applies)

A Certificate of Achievement will be awarded to participants who fulfil the assessment and attendance requirement.

## Trainer Profile - Mr Rob LI

Rob LI brings with him over 25 years of extensive business experience in telecommunication and media sectors with senior positions in renowned companies such as ECI Telecom, Hong Kong Cable & Wireless, Hong Kong Trade Development Council, Motorola, and South China Morning Post. He has a very strong track record in international business and partnership development, sales and marketing, and business operation management with diversified cultural background.

Rob studied abroad in Thailand and North America in his adolescence and holds a university degree in Business Management. With his telecom and media background, he delivers lectures and seminars in Cantonese, English, and Mandarin.

Over the years, he has delivered negotiation training for various companies, including The Marketing Worldwide (Asia) Ltd, ALDI, Beckman Coulter, Carrefour, Ferrero, Geometry Global, Hong Kong Jockey Club, Huawei, Hong Kong Dairy Farm Group, LVMH, Richemont Asia, Sears Global Sourcing, Williams Lea Tag and Young & Rubicam, to name a few.

## Enrolment method

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Amanda JOHN). Please indicate the course name and course code on the back of the cheque and envelope.

[Enrolment form can be downloaded at  
<https://www.home.hkpcacademy.org/enrollment/>]

