

BEYOND PRICE WARS:

Maximising Sales Returns through Negotiation

8 NOVEMBER 2005, 9 AM - 6 PM

SUNTEC CITY GUILD HOUSE

3 TEMASEK BOULEVARD #05-001 SUNTEC CITY MALL, SINGAPORE 038983

Brought to you by:



Negotiation Consulting & Training

Partnered exclusively with:



WHO MUST ATTEND:

1. Sales & Marketing Professionals
2. Account Managers
3. Business Development Managers
4. Business Owners
5. Anyone interested in strengthening their negotiation skills for personal or professional reasons.

3 REASONS WHY YOU SHOULD LEARN NEGOTIATION WITH US:

1. Global Resolutions is a negotiation consultancy and training specialist. You can benefit from more than 20 years of experience thinking, living and teaching negotiation.
2. Intellitrain is a specialist training enabler that conceptualises, organizes and delivers high quality training programmes which transform how you live and work.
3. Together, we believe in delivering excellent value-for-money programmes so you and your organization will learn with us, again and again.

ABOUT THIS WORKSHOP

Here are the top three fallacies in sales:

- 1) "My customers only care about price";
- 2) "We can't afford to lose this customer";
- 3) "If we're open about our pricing, our customers will use that information against us".

This course on the art of sales negotiation explodes every one of those money-losing myths, showing how price wars leave you the ultimate loser.

Successful sales rely on more than just sales skills. Through this course, you will learn how to **refocus your sales pitch and your customers' expectations from price to value**. You will learn the importance of building creative options to satisfy your and your customers' interests and of using legitimacy to break through mistrust. And you will see the value of fairness and honesty in creating sustainable business that will ensure profitability not just for today, but for the long-term health of your company.

LEARNING OBJECTIVES

Starting from breaking through positional thinking to find out where your and your customers' true interests lie, learn how to:

- ✓ negotiate fair prices;
- ✓ empower yourself through preparation;
- ✓ get into the mind of the customer;
- ✓ get what you want by helping others get what they want;
- ✓ put a value on your own time;
- ✓ develop your persuasive power;
- ✓ resist unreasonable demands without losing the customer;
- ✓ build a "WAL" to strengthen your leverage and confidence;
- ✓ close the deal while setting the stage for the next deal

WORKSHOP OUTLINE

Analysis : What is Winning? Where am I Losing?

Role Play : The Rice Market

Lecture : The Global Negotiation Method for Maximizing Sales Return

Exercise : Creating value outside of the box

Lecture : Conducting the Negotiation

Role-play : The Book Contract

Discussion and analysis

YOUR WORKSHOP LEADERS

Dr. Melanie Billings-Yun (Ph.D Harvard, MSc London School of Economics) is

founder and senior partner at **Global Resolutions**, Singapore's first negotiation consulting firm, providing negotiation strategies, assistance and training as well as mediation and conflict resolution services to business, government and individual clients in the Asia-Pacific region. Formerly a lecturer and research director at Harvard's Kennedy School of Government, Dr. Billings-Yun has consulted on numerous multimillion dollar joint ventures between Asian and Western companies. Her list of over 50 corporate and government clients includes Unocal, 3M, ABB, P&G, Samsung, Hyundai, the Law Society of Singapore, the Bank of Korea, the Korea High-Speed Rail Commission and the Insurance Association of Thailand. She has also advised the President and leading government officials in South Korea.



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Jonathan Yuen Djia Chiang, (LLB Hons., Advocate and Solicitor of the Supreme Court of Singapore) is Counsel for Global Resolutions. He studied negotiation at Harvard Law School under Profs. Roger Fisher and Bruce Patton, founders of the Harvard Negotiation Project. He has handled a full range of domestic and international lawsuits—from the District Court through the Court of Appeals—experiencing first-hand the unnecessarily destructive effects of litigation and other formalized legal remedies. As a result, while he respects the vital role of the courts, he understands the importance of taking a holistic, broad-ranging and long-term view of each client's best interests. Since joining GR, Mr. Yuen has focused on dispute resolution and crisis management.

PREAPPROVED FOR SDF FUNDING SUPPORT!

Up to \$5 per training hour support for SMEs (eligibility criteria apply).

Subsidised rates can only be enjoyed if at least 75% attendance is attained. Otherwise, participant will have to reimburse remaining course fees to Global Resolutions Pte Ltd.

REGISTRATION, CANCELLATION & REFUND POLICY

- Certificates of Completion will be awarded only if 75% attendance is attained.
- Registrations will be confirmed upon receipt of full payment accompanied by a duly completed registration form.
- The Organisers will send email confirmations to all registrants whose payments have been received at least 5 working days before the event date.
- The Organisers reserve the right to refuse to register or admit any participant, and to cancel or postpone the course.
- Substitute delegates are welcomed, subject to the Organisers being notified at least 2 working days before the course of the details of the substitute delegate.
- The Organisers reserve the right to impose a cancellation fee in the event any registrant wishes to withdraw from the course after the registration closing date.
- The Organisers will not entertain any request for a refund of fees made later than 24 hours before course commencement. However a confirmed registrant who has paid in full the course fees but does not turn up for the course will be entitled to collect a set of the materials provided.

REGISTRATION FORM

1st Delegate:

Name: Mr/Mrs/Ms/Dr. _____

Designation: _____

Email: _____

2nd Delegate:

Name: Mr/Mrs/Ms/Dr. _____

Designation: _____

Email: _____

3rd Delegate:

Name: Mr/Mrs/Ms/Dr. _____

Designation: _____

Email: _____

Organisation: _____

Address: _____

Telephone: _____ Fax: _____

As all registrations will be confirmed only by email, please provide email addresses at which you can be reached directly during office hours. If you have no email address, please indicate N/A so we can fax your confirmation.

Payment (please circle as appropriate):

	NORMAL RATES	EARLY BIRD DISCOUNTS (if you register before 7 October 2005)	GROUP DISCOUNTS (for 3 or more registrants from same organisation)
Singapore Citizens & PRs from SMEs	\$438.00 SDF Grant \$40 Company pays \$398.00	\$398.00 SDF Grant \$40 Company pays \$358.00	\$398.00 SDF Grant \$40 Company pays \$358.00
Others (not entitled to SDF Grants)	\$438.00	\$398.00	\$398.00

Mode: Company cheque/Personal cheque/GIRO (for organizations with a GIRO account with SDF only)

Cheque payments should be made payable to "Global Resolutions Pte Ltd" & arrive at 8 Robinson Road #10-00 ASO Building Singapore 048544 with your completed registration form by the closing date, Tuesday, 25 October 2005.

INTERESTED IN CONDUCTING THIS PROGRAMME INHOUSE?

Are you facing specific issues in your organization? Or are certain aspects of this workshop more relevant to you than others? Are there real scenarios that you wish to learn how to manage? We can design a session just for your staff or team and conduct it in the comfort and privacy of your workplace. Contact June or Gabriel at 65572750 or email customerservice@intellitrain.biz for a no-obligation discussion now!

FOR QUERIES, CONTACT US AT:

Tel: 65572750

Fax: 65572751

Email:

customerservice@intellitrain.biz