



持續教育學院
School of Continuing Studies
Collaborative Win-win Negotiation Skills
(合作、雙贏的談判技巧)

Course Introduction 課程簡介

Negotiation doesn't have to end up in a win-lose situation. The old way of negotiation whereby each side takes a position and the most manipulative wins is no longer seen as effective. A more proactive, interest-driven, collaborative model of negotiation tends to achieve better results with both parties being happier and therefore adhering to the terms negotiated. Understanding the negotiation process and having the ability to communicate effectively with active listening skills is constructive to moving the negotiation process to a satisfactory outcome to which both sides can commit.

This program is designed to help participants understand the negotiation process, the skills, strategies and tactics involved in delivering an outcome based on mutual interests.

Course Outline 課程大綱

Building Collaborative Interest Driven Negotiation Skills

- Misconception about Negotiation
- Focus on Interests Rather than Bargaining Your Way Out
- Differentiate between Interest Driven Negotiation and Position Bargaining
- Understand Proactive, Interest-Driven Negotiation Process
- Steps Involved in a Model, Collaborative, Win-win Negotiation
- 5 Key Principles of Negotiation
- Invest in Effective, Constructive Working Relationship

Preparing for Negotiation

- Know Your Case and Understand the Needs
- Understand the Framework and Stages of Negotiation –Opening Stage, Middle Stage Concluding Stage
- Prepare for Negotiation

Strategies and Tactics

- Separate People from the Problem
- Deal with the People
- Respond to Different Strategies, Tactics, Styles and Scenarios

Creating Option and Develop Commitment

- Expand the Pie, Be Creative to Develop Options
- Develop Workable Solution That Are Interest-Driven
- Commit and Close

Skills Practice

- Case-based Skills Practice



Learning Objectives 教學目標

At the end of the workshop, participants will be able to:

- Define a negotiation process that is positive, proactive and interest-driven
- Identify the steps and prepare for negotiations
- Respond to different tactics and scenarios during negotiation
- Develop options and commit to a workable solution that both side can commit

Target Audience 對象 Line Managers and Team Leaders, Sales Managers, Sales Professionals, Executives and Technical Staff;

前線經理、組長、銷售經理、銷售專員、行政人員及技術人員。

Instructor 導師簡介 Weelan HO 何慧蘭 小姐
Principal and Director of PGA Consulting Limited
Director of Ascent Global Services Pty Ltd (Australia)
Accredited Myers-Briggs Facilitator
Certified Trainer

About Weelan Ho

Weelan graduated from the University of London with BSc (Econ), and a Master degree in Business Analysis with the University of Lancaster in England. She has always worked internationally, bringing with her 20+years of experience helping clients improve organisational productivity, efficiency, quality, service and bottom-line results through consulting, training, coaching and organisation development

Weelan works closely with all levels of management as they are the pillars of the organisation. Her in-depth knowledge of operations, processes, human performance, and behaviours makes her uniquely suitable to be a good coach and effective facilitator.

Currently, as the Principal for PGA Consulting Limited, she works with a variety of clients including multinationals, SMEs, family-owned enterprises (FOE) across Asia Pacific in multiple industries, as well as collaborating with institutes such as the Hong Kong Management Association, in addition to conducting open training programs for PGA Consulting Limited.

Weelan writes articles relating to leadership, change management, talent management, customer service, learning and personal development that are published in T/Dialogue and E-news for the Hong Kong Institute of Accredited Accounting Technicians (HKIAAT). She reads, writes and speaks a few languages including English, Cantonese, Putonghua and the Malay Language in addition to speaking other Chinese dialects.

Medium of Instruction 授課語言

English and Supplemented with Cantonese and Putonghua depending on the needs, requirements and preference of the participants. Course material will be in English unless specifically requested for customized in-house training. 英文輔以中文及普通話教學；視乎學員或課程的需要。而教材將採用英文教學；內部培訓要求除外。

Venue 上課地點 Alameda Dr. Carlos D Assumpção 335-341, Hotline Centre, 10/F, Macau
澳門新口岸宋玉生廣場 335-341 號獲多利中心 10 樓

Course date & time 上課日期

18 Nov, 2013	Mon 09:30 to 18:00	(Total hrs: 7.5)
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Tuition Fee 課程費用 MOP 2,200 **Class Size 收生名額** 15 people

All fees are non-refundable and non-transferable. (The school has full right to withdraw any course anytime). Therefore, student is advised to consider carefully about the course time and personal situations before application. 所有費用一經繳交，恕不退還或轉讓（本院取消開辦該課程除外）。因此，報讀者於報名前，請考慮清楚上課時間及視乎個人具體情況而決定報讀與否。

Enquiries 查詢 Tel: 8796 1999 / 8796 1998 Email: scs@must.edu.mo
Website: <http://www.must.edu.mo/scs-tw/admission/diploma-certificate-programs/news>

The School of Continuing Studies develops life-long learning opportunities. Should you wish to receive information on our programs / courses, please send us an email (to scs@must.edu.mo) stating your email address in your email and “Join the mailing list” in the Subject line.

持續教育學院致力開拓終身學習機會，如欲收到本學院之課程資料，可發電郵至 scs@must.edu.mo，並提供閣下之電郵地址，標題主旨為 “加入通知群組”。

We also offer in-house training for corporations/Government Departments/schools, tailor-made with respect to your choices of topics, time, place, and group of attendees. Please contact us for more information. 我們亦為機構/政府部門/學校等提供內部培訓，按各機構不同之要求(主題/時間/地點/對象)而訂定培訓內容。請與我們聯絡。