

SEAL THE DEAL: Essential Skills for Powerful Negotiation

30 April 2025, Wednesday
9.00am - 5.00pm
Speaker: FONG SAU PENG

Virtual
Course code: SS300425W1
Closing date: 28 April 2025

**8 CPD
HOURS**

Course objectives

Participants will be equipped with the knowledge and skills to effectively manage negotiations both internally and externally, develop better professional relationships, improve emotional intelligence, and navigate the complexities of the business environment to ensure a win-win approach for business success.

Learning Outcome

- Improved negotiating skills leading to more desirable outcomes
- Strengthen confidence in negotiation environments leading to personal growth
- The techniques to achieve win-win solutions
- Enhanced the understanding of negotiation strategies and the process
- Understand the negotiating behavior and personality types on successful outcomes
- Gain trust and rapport within the professional environments

Participants will develop the “Leader Action Plans” by applying the key learnings. The training outcomes will equip participants with the required skills to enter all negotiations in a stronger position and emerge with a more positive outcome.

Course Outline

Module 1: Introduction to Negotiation Skills

- What is negotiation and why is it important?
- Potential benefits of successful negotiation skills
- Consequences of poor negotiation skills
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Module 2: Understanding Negotiating Strategies

- Common negotiating strategies
- Analyzing when and how these tactics are used
- Difference between soft and hard negotiating skills
- Cultural implications of negotiation strategies

About the trainer: MS FONG SAU PENG

Sau Peng has demonstrated strength in leadership where transforming strategic plans to execution with

- A Genuine People-Centric Approach
- Deep Focus on Driving Growth
- Experimental Mindset
- Empowerment Approach
- Digitization Or Simplification
- Deliver Results

With five years of hands-on experience leading food production operations, Sau Peng possesses a deep understanding of industry nuances and operational intricacies. This multifaceted background provides attendees with valuable real-world insights, people management and practical problem-solving techniques that resonate deeply in training sessions.

As a seasoned trainer and facilitator with a distinguished career at Colgate-Palmolive, Sau Peng has been extensively trained in the US and Hong Kong as a division trainer, leveraging her vast expertise to conduct impactful workshops, leadership programs, and supply chain management initiatives across over 12 countries.

In her post-retirement journey, Sau Peng remains deeply dedicated to empowering organizations as an HRDCorp certified and accredited trainer. Her mission is to elevate both multinational corporations (MNCs) and small to medium enterprises (SMEs) through her extensive knowledge, profound experience, and unwavering dedication to impactful learning. By sharing the best practices and real-world insights gained from years of hands-on leadership and operational expertise, Sau Peng delivers invaluable perspectives that drive transformation and add exceptional value across diverse industries.

Module 3: Impact of Negotiating Behavior and Personality Types

- Understanding personality types and how they influence negotiations
- How to identify and negotiate with each personality type
- Key behaviors of a skilled negotiator
- Understanding body language and non-verbal cues

Module 4: The Negotiation Stage

- Four key stages of negotiation – Prepare, Debate, Bargain, Close
- Planning your negotiation effectively
- Preparing yourself for a productive debate
- Bargaining skills to achieve your desired outcome
- Maximizing the negotiation experience

Module 5: Negotiation Outcomes

- How to achieve a successful negotiation
- How to identify key final stages of an unsuccessful negotiation
- Exploring other potential outcomes (BATNA)
- Knowing when to walk away
- Use of emotional intelligence (EQ) skills for difficult negotiations

Who should attend

Company secretaries, Executives, Sales team, Mid-level Managers, Team leaders, Senior employees where they will benefit from the interactive Negotiation workshop and for the leadership development purpose

Methodology

The workshop involves group discussion, team games, case study, role play and sharing of real-life experience, and Course Notes.

WEBINAR FEE

Category	Early Bird Fee per person (RM) (applicable for participant who register and pay before 16/4/2025)	Normal Fee per person (RM)	Group Fee per person (RM) (For 3 or more registrations from the same organization)
MAICSA Member/ Affiliate/Graduate/Student	490	540	510
Non member	640	690	660
Retired MAICSA member	270	270	270
MAICSA Member's staff***	600	600	600

Fee includes course materials in digital form and e-certificate.

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- (iv) MAICSA Affiliate CANNOT sponsor his/her staff.

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Email: training@maicsa.org.my

Tel: **03-2282 9276 (ext 805)**

Attention: Ms Nor Falati

- Fee is payable to **MAICSA**

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Note: Bank charges for telegraphic transfer will be borne by the client.

Please email the bank-in slip/ transfer advice to training@maicsa.org.my or fax to 603-2283 4492, for our verification and record.

Individual Registration: Full payment shall be made AFTER you have done the online registration.

Company Registration: Full payment shall be made 7 days **BEFORE** the webinar.

- Access to join the webinar shall be granted only upon full payment as per the above requirement.
- **NO Letter of undertaking is accepted.**

Upon successfully registration, you are deemed to have read and accepted the terms and conditions.

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