

COLORED BRAIN NEGOTIATION & INFLUENCING SKILLS

Gain the skills, insights and competencies required in all strategic and situational negotiations— in every industry—at every level.

Whether you sell or buy, allocating resources for a project, funding a new initiative or establishing a supply chain for a new product or service, negotiation is inevitably at the heart of the process. But few people understand the structure, techniques and approaches available to them as they seek to positively influence an outcome. This accelerated experiential seminar gives you a step-by-step guide to the Effective Negotiation and Influencing Skills. You must identify the problem, understand it from the other's perspective, generate alternative solutions and select a solution that benefits both sides. All parties need each other to achieve their goals. Negotiation focuses on solving the problem and closing the gap between what both parties want. The central of negotiation is Principled Negotiation which include (1) Separate People from Problem and (2) Focus on Interests, not Positions to improve your Negotiation Power. On the other hand, Influencing Skills focus on how to influence without authority and is an advanced level of negotiation skills dealing with all situations and different levels.

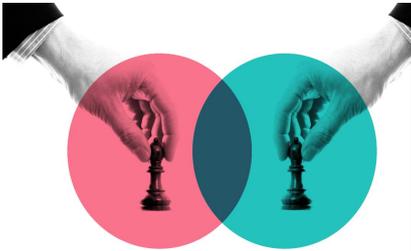
WORKSHOP OBJECTIVES

1. Understand the Barriers to Effective Negotiation and know 8 criteria to be Effective Negotiator
2. Understand and Apply the concept of Negotiation Positioning effectively in all types of negotiation
3. Learn to understand how people communicate and negotiate via Colored Brain methodology
4. Understand and Apply the 6 Laws of Persuasion to improve Influencing Skills
5. Learn how to prepare in detail to achieve more in negotiation with less effort
6. Learn how to sharpen your skills to master factual power effectively
7. Learn how to sharpen your skills to master relationship power effectively

WHO SHOULD ATTEND

All Executives, Managers, Engineers

COURSE CONTENT

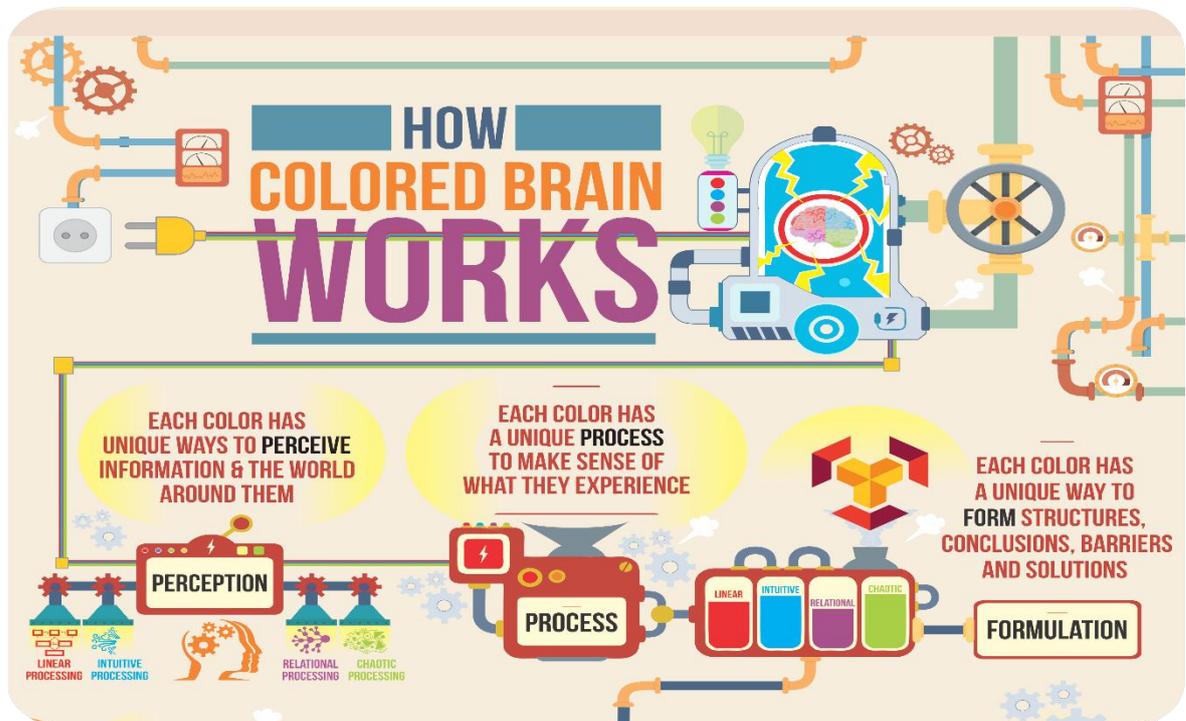
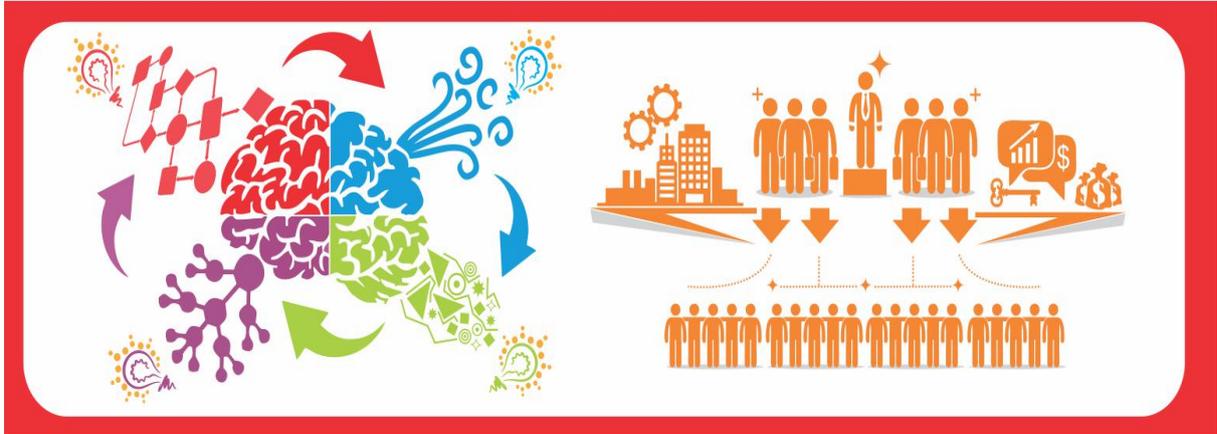
<p>DAY 1</p>	
<p>Part 1 : OVERVIEW OF NEGOTIATION</p> <p>1.1 WHAT is Effective Negotiation? 1.2 WHY Negotiation not Effective? 1.3 8 Criteria of Effective Negotiator: Everyone can be an effective negotiator! 1.4 The Costs of Ineffective Negotiation 1.5 Skill 1: Are you an Effective Negotiator?</p>	
<p>Part 2: HOW PEOPLE COMMUNICATE & NEGOTIATE USING COLORED BRAIN METHOD</p> <p>2.1 Assessment: What Is My Colored Brain? Everyone Communicating in 4 Different Colors 2.2 Green Brain People: Fast Track Processing 2.3 Red Brain People: Linear Processing 2.4 Blue Brain People: Intuitive Processing 2.5 Purple Brain People: Relational Processing 2.6 Skill 2: Colored Brain Activity</p>	
<p>Part 3 : PREPARING BEFORE NEGOTIATING</p> <p>3.1 4 Steps in Purchasing Negotiation Process 3.2 PREPARATION in Negotiation: Negotiation Positioning 3.3 How to develop Instant Negotiation Power? 3.4 Primary vs Secondary Objectives in Negotiation 3.5 Skill 3: What is my Negotiation Style?</p>	
<p>Part 4 : OPTIMIZING 7 NEGOTIATION STRATEGIES</p> <p>4.1 Optimizing 7 Negotiation Strategies 4.2 How to strategize a “win-win” negotiation? 4.3 How to negotiate with “powerful” opponents? 4.4 S.M.A.R.T. Closing vs HARD Closing 4.5 Skill 4: Negotiation Role Play No. 1</p>	

<p>DAY 2</p>	
<p>Part 5 : INFLUENCING SKILLS</p> <p>5.1 What is Influencing Skills? 5.2 5 Influencing Styles: B.R.A.I.N. 5.36 Laws of Persuasion (Influencing) Skills 5.4 8 Key Factors in Influencing Others 5.5 Skill 5: Group Discussion on 6 Laws of Persuasion</p>	<p>THREE WAYS TO INFLUENCE</p> <ul style="list-style-type: none"> LOGICAL APPEALS Tap into people's rational and intellectual positions EMOTIONAL APPEALS Connect your message, goal, or project to individual goals and values COOPERATIVE APPEALS Involve collaboration, consultation, and alliances
<p>Part 6 : INFLUENCING WITH FACTUAL POWER</p> <p>6.1 INFLUENCE: The Psychology of Persuasion 6.2 The Art of Questioning x Listening x Body Language 6.3 The Art of Presenting / Writing with Impact 6.4 How to ask effective questions and INFLUENCE with 6 Laws of Persuasion? 6.5 Skill 6: Influencing Role Play No.2</p>	
<p>Part 7 : INFLUENCING WITH RELATIONSHIP POWER</p> <p>7.1 7 Keys to Instant Rapport 7.2 Optimizing 3V for Better Result 7.3 Enhancing Rapport with 8 Emotional Drives 7.4 Circle of Communication Resistance 7.5 Skill 7: Game: Managing Emotional Currency</p>	
<p>Part 8 : INFLUENCING IN DIFFICULT NEGOTIATION</p> <p>8.1 Dealing with Deadlocks, Dirty Tricks, Conflicts 8.2 Thomas-Kilmann Conflict Model: 5 Conflict Management Styles 8.3 5 Steps in Conflict Resolution 8.4 10 Practical Steps in Managing Conflict Effectively 8.5 Skill 8: Conflict Resolution using World of Work</p>	

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METHODOLOGY: DIRECTIVE COMMUNICATION PSYCHOLOGY



Methodology

Directive Communication Psychology methodology, Role Play, Game,
Group Discussion, Negotiation Assessment

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Profile of Peter Ong

AUTHOR, SPEAKER, TRAINER&BUSINESS STRATEGIST

Peter Ong specialises in helping MNCs and SMEs to improve productivity and to save costs. He does this by looking at your entire business operations from beginning to end, using a systematic technique and then explaining them to you in a simple to understand way. In this way, he trains your staff to Optimise Operations to Grow Your Business Faster and Profitably.

To ensure that he possessed the right skills to train his participants more effectively, Peter has undergone special intensive training to achieve the following:

- Certified Trainer by the American Management Association, USA.
- Certified Trainer in Psychology from Directive Communication International.
- Certified Trainer in 17 Success Principles from Napoleon Hill Associates, USA.
- Certificate of Communication Achievement from Dale Carnegie Training, USA.
- Certified TPS (Toyota Production System) Manager™, Japan.
- Certificate of Industry 4.0 and Advanced Supply Chain Management, MIT Global SCALE, USA.
- Certificate of Business Excellence for Assessors, Malaysia Productivity Corporation.
- Certificate of Blue Ocean Strategy from UCSI Blue Ocean Strategy Regional Centre.
- Tony Buzan Licensed Instructor (UK) specializing in Tony Buzan's Mind Mapping Technique.
- Accredited Training Professional (ATP) from SMR Group (Specialist Management Resources).
- Registered Trainer from Human Resource Development Fund (Pembangunan SumberManusia Malaysia) of Ministry of Human Resources, Malaysia.

Academically, Peter Ong has an MBA in I.T. Management (Multimedia University) and a B.Sc. in Marketing, Finance & Psychology (University of Oregon, USA)

A major weakness of an organization is that it often neglects the critical areas of improving efficiency thereby bypassing the opportunity to increase profits. Peter identifies these areas for you and suggests solutions on how to overcome them. Frequently, once pointed out, these areas are so obvious that you wonder why you did not realise them before. How he did this? **Peter has developed a systematic and persuasive 7 Negotiation Formulas entitled “Colored Brain Negotiation Skills That Bring Results” that benefits many organizations consistently in a breakthrough method in the last 10 years.**

He has imparted his refined technique to thousands of participants from SMEs and MNCs based in Malaysia and other ASEAN countries, from a diverse range of industries including: Electronics & Electrical; Automotive; Chemical; F&B; Furniture; Steel Mill; Paper-related; Plastic-related; Metal-related; Textile & Garments; Engineering; Equipment Maker; Cement; Port; Hospital; FMCG; Service; Construction; Trading; Forwarding Agent; Education; Printing & Publishing and many more.

Peter is well equipped for the role as he has over 25 years of extensive and in-depth working experience in the manufacturing environment in various sectors. They include manufacturing procurement, supply chain management, training, consulting and coaching.

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In addition, Peter's wide exposure to various management styles from USA, Japan, Europe and Taiwan fortified him with an integrative and pragmatic approach to leadership development, management development and supervisory development series of programs.

Peter condensed his success principles for SMEs in his book: "The Bullettrain Entrepreneur – 5 Pillars Towards SME Success". He was a regular columnist in the year of 2016 for leading SME magazine of Business Media International - Asia's fastest growing business magazine.

Peter's vast hands-on experience coupled with a strong academic foundation enables him to help uplift your business to new heights of competitiveness and profitability.

Peter Ong's mission is to transform SMEs to be successful, sustainable, and socially responsible enterprises.

He has trained thousands of participants from reputable MNC and SME of diverse industries including:

- **Electronics:** Flextronics, Motorola, Panasonic, Celestica, Mitsubishi Electric, Siemens, Pioneer, Epson, Sanyo, Vishay Semiconductor, Omega Semiconductor, Brother, Tanashin, Komag USA, Sumitomo Electric, Technocom Systems (Venture), Mitsumi Technology, Beyonics Technology
- **Automotive:** Perodua, Lucas Automotive, Fetta Auto
- **Chemical:** BASF Petronas Chemicals, Revertex
- **F & B:** New Zealand Milk, Dutch Lady, Perfect Food, Hwa Tai, New Star Food, Kerry Ingredients
- **Furniture:** LY Furniture, Evergreen Fibreboard, Shantawood, T.A.Furniture
- **Oil & Gas:** Sarawak Shell, Sabah Shell, Petrofac, Sobena Offshore, Keabagan Petroleum Operating Corporation
- **Paper-related:** Genting Sanyen, Ornapaper, Harta Packaging
- **Plastic-related:** Meiban Tech, Sin Kwang Plastic (SKP), S.P.I. Plastic
- **Metal-related:** Press Metal Bintulu, Connor Manufacturing, Swanmet, Jecmetal
- **Textile & Garments:** TCCM Dewhirst, Gimmill, Prym Newey, Tai Wah Garments
- **Engineering:** Malaysia Marine & Heavy Engineering (MMHE), Matromatic Handling Systems, MHE-Demag South, Juken Technology Engineering, UEM Edgenta
- **Equipment Maker:** AIDA Mfg, H.F. Kejenteraan, Mechmar Boilers, Opto Sensors
- **Telecommunication:** Celcom Axiata
- **Tiles:** White Horse Ceramic
- **Cement:** Pahang Cement
- **Aerospace:** Upeca Aerotech
- **Port:** Port TanjungPelepas (PTP) and many other