

THE FUNDAMENTALS OF NEGOTIATIONS

1 Day | Kuala Lumpur

VERY GOOD! MR. SUDHA IS AN EXCELLENT FACILITATOR. HE IS WILLING TO SHARE HIS PERSONAL EXPERIENCES AND TRIES VERY HARD TO KNOW HOW DOES THIS TRAINING WILL HELP US AND OUR COMPANY

PROPOSAL ENGINEER,
CETCO ENERGY SERVICES

Program Overview

The 1-day training program addresses out of the box approach towards Negotiations. The participants will be going through a step by step process focused on six key fundamentals of negotiations that focuses on maximising value and enhance collaborative approach. The interactive workshop style program is designed to bring participants to understand, involve, create, innovate and lead in identifying opportunities, build relationship, collaborate and leverage the participant's strength to negotiate with confidence for success.

Who Should Attend?

- ▶ Procurement Manager, Executive, Buyers
- ▶ Contract Managers, Contract Administration
- ▶ Project Managers
- ▶ Finance and admin staff
- ▶ Anyone interested in negotiations

Learning Objectives

Participants will take away invaluable experience to understand their own strength, manage their anxiety and approach any situation with confidence, use empathy as a tool to understand counterparty's needs rather than wants, communicate with purpose and clarity and identify opportunities beyond dollars and cents.

Course Methodology

- ▶ Workshop style
- ▶ Lectures
- ▶ Group discussion and role play activities
- ▶ Case studies
- ▶ Q&A

Key Modules

- ▶ The Six Fundamentals of Negotiations
- ▶ The Negotiation Process
- ▶ Ethics In Negotiations

What Will Your Learn?

- ▶ Identify and understand your bargaining style
- ▶ To identify opportunities and challenges
- ▶ Able to understand the needs and wants of counter party
- ▶ How to create trust and tactical empathy
- ▶ How to shape what is a fair deal
- ▶ How to calibrate questions to transform conflict into collaboration
- ▶ How to identify and create breakthroughs

PART 1 - THE SIX FUNDAMENTALS OF NEGOTIATIONS

- Fundamental 1 : The Bargaining Style
- Fundamental 2 : Goals and Expectations
- Fundamental 3 : Authoritative Standards and Norms
- Fundamental 4 : Relationships
- Fundamental 5 : Counterparty's Interest
- Fundamental 6 : Leverage for Advantage

PART 2 - THE NEGOTIATION PROCESS

- Step 1: Preparing Your Strategy
- Step 2: Exchanging Information
- Step 3: Opening & Making Concessions
- Step 4: Closing and Gaining Commitment

PART 3 - ETHICS IN NEGOTIATIONS

- Becoming an Effective Negotiator
- Pitfalls in negotiations and how to manage





SUDHAKARAN AYYAPPAN

Sudhakaran is a Contract and Procurement professional with 15-years experience managing procurement and overall 28-years working experience in oil refining business. His hands-on experience puts him in unique position as a trainer that understands the business needs and objectives, market movement and the latest in procurement and supply chain related trends.

He specializes in contracts, purchasing, material management, warehousing, negotiations, coaching, Train The Trainer (in-house trainer), contract management, contract and procurement auditing, leadership and management. His vast experience in oil and gas has exposed him to wide array of category management for static equipment, rotating equipment, pipes, valves, flanges, tank seals, engineering and maintenance services as a regional Procurement Manager with Shell Malaysia Trading supporting refineries in Malaysia, Singapore, and the Philippines.

As the Contracts and Procurement Manager at Hengyuan Refining Company Port Dickson, he managed a team of 8 permanent staff and 14 contract staff. Among his key deliverables are developing department Vision and Mission, third party spend savings, warehouse optimization, simplification of procurement process, manage key stakeholders, manage supplier performance, coaching procurement staff, contract owner and contract holders, ensure health and safety objectives are met, develop and improve contract management system, develop company procurement strategy, manage compliance to procurement process and governance, manage tendering process, strengthen the robustness of supply chain, manage cost not price for business, lead and manage contractual claims and disputes, identify critical supply chain issues and develop solutions, develop staff training program and appraisal of staff.

He was the Shell Employee Union Secretary in 2002 and 2003 where he was exposed to conflict management, stakeholder management and negotiations. His success story was leading and successfully negotiating the Collective Agreement which was at the time the best collective agreement in the oil and gas industry. He carried on the experience and skills as a procurement professional with great success based collaborative, innovative and outset mind-set in negotiations.