

PI ETA CONSULTING COMPANY

Negotiation Strategies for Managers

The Alpha, #03-16A, 10 Science Park Road, Singapore Science Park II
Singapore 117684, Republic of Singapore
Tel: +65 634 100 10 | Fax: +65 634 100 20 | Email: marketing@pi-eta.com

OUTLINE FOR NEGOTIATION STRATEGIES FOR MANAGERS PROGRAM, A 1-DAY PROGRAM

- **Introduction**
 - Nature of Negotiation (BATNA)
 - Process of reaching a mutually satisfactory agreement (ZOPA)
 - Understanding the other side's needs/proposals & counter-proposals
 - How much to reveal?
 - Different projects/products require different approaches
 - Win-win concept - negotiation and bidding differentiated

- **Negotiating Simple Deals**
 - Model of negotiation/rules of the game
 - Objectives, strategy, tactics
 - Characteristics of good negotiators - language
 - Preparation for negotiations - do your homework/know your bargaining strengths and anticipate the opponent's strategy

- **Negotiating Complex Deals**
 - Enhancing the negotiator's skills
 - Nice doesn't get you anywhere, nasty gets you nowhere
 - Keep a few aces to sweeten the deal
 - Body language - non-verbal signals, seating positions, "No!" can mean "Yes!"
 - Never threaten unless you mean it

- **Multi-Party Negotiations**
 - Maximising gains objective
 - Think strategically and coalitionally

- **Team Negotiation**
 - Dynamics and challenges of team negotiation
 - Identify the leader
 - Core and extended team formation

- **Reduce Disagreed Issues**
 - Recap agreed issues and write them down
 - Postponement - when to call for
 - Conclude that deal!
 - Everyone walks away happy!

- **Concluding Remarks**

For more information, please contact PI ETA Engagement Resource (PEER) Group at
Tel: +65 634 100 10 | Fax: +65 634 100 20 | Email: marketing@pi-eta.com | Website: www.pi-eta.com

PROGRAM FACILITATOR

Mr. Jack C. C. Teo
LLB (Hons), LLM, PGDipTHE

Mr. Jack C. C. Teo is a Business Domain Expert Facilitator with PI ETA Consulting Company.

Jack was most recently an [Associate Professor](#) in the Division of Business Law at [the Nanyang Business School, Nanyang Technological University](#) and [a Senior Assistant Director at the Competition Commission of Singapore](#). He is currently an Associate Lecturer with the University of Buffalo Programme, Singapore Institute of Management.

Jack has been in the legal profession for more than 20 years, first as an associate at the Intellectual Property Department in one of Singapore's Big Four law firms before moving in-house to the Legal Department at the Regional Corporate Headquarters of a AAA rated European Bank. In 1995, he started his career in academia as a Lecturer in the [Nanyang Business School, Nanyang Technological University](#) and he retired as an Associate Professor in 2007. He took time out from retirement to serve at the Competition Commission of Singapore.

Jack has practised, taught and researched intellectual property, competition, corporate, [banking and international business law](#). He has taught [at both the MBA and undergraduate levels](#) and [won a large number of teaching awards](#). His expertise in the above areas has been recognised both internationally and locally through his publications in established journals and books. His articles have appeared in the [Journal of International Banking Law](#), [the Asia Business Law Review](#) and the *Singapore Academy of Law Annual Review of Singapore Cases* for which he has contributed the Aviation Law Chapter for the past seven years. Some of the books that he has published include *The Singapore Corporate Director's Manual*, *The Practice and Law of Banking in Singapore (2nd Edition)* and *Indonesia Business Law (2nd Edition)*.

Jack has an LLB (2nd Class Hons Upper Division) and an LLM in international law (both private and public) from the National University of Singapore. He also has a PGDipTHE from the National Institute of Education.