

## **Sun Tzu and the Art of Negotiations in China (2 - Day)**

### **Target Group**

This course is designed especially for German (Western) GM, Sales and Marketing Managers/ Supervisors who need the negotiation skills when negotiating with Chinese Governments, with Chinese Business Partners, even with Chinese Colleagues...

### **Aims of Seminar**

This program is created as a result of 1-to-1 Coaching with foreign business people from a variety of industries across 13 cities in Asia, based on the tried-and-proven treatise that has been applied to many business situations worldwide, especially in the Chinese context.

By the end of the training program, you shall be able to:

- Know every Business- and Sales-related rules and environment in China
- Know your negotiating style and how to adapt it to your adversaries' in China;
- Get optimal results from your negotiations in China; and
- Get your adversaries to abide by their agreements

### **Methodology**

This seminar consists of a lively series of short participative lectures conveyed using plain uncomplicated explanations. Learning will be facilitated through exercises and case studies. Ample seminar materials will be given to participants so that these will be a constant source of reference to them.

### **Program (Day I)**

- What is a negotiation?
- Why negotiate?
- Knowing yourself and your adversary
- Understanding your negotiation style
  
- Understanding business communication in China
- Reading non-verbal signals
- The Chinese concept of "face", and how to deal with it

- Winning without fighting
- Why do you need to ask questions?
- How to ask questions without being perceived as interrogative
- How to draw out the obvious and hidden needs, wants and concerns from your adversary
- Role Play on probing your adversary's real-needs
  
- Handling agitated adversaries
- Avoid the head-on force, attack when they lose momentum
- Focus on common objectives
- Role Play on handling agitated adversaries

## **Program (Day II)**

- Principles of principle-based negotiation
- How to set and use your BATNA (Best Alternative to a Negotiated Agreement)
- Defining your adversary's points of least resistance
- How do you decide if there's room for negotiation
- Case studies on defining points of least resistance
  
- Be prepared: planning your negotiation
- How to choose the appropriate styles in negotiations
- How to prepare yourself mentally and emotionally
- Ways to overcome pressure
- Negotiating as a team
- Breaking through impasses
- Exercise: Negotiations planning
  
- How to gain commitment after an agreement is reached
- How to tell if the adversary can keep their agreements
- Let them see brightness of the future
- Ways to enforce and "punish" non-compliance
- Case studies: Gaining commitment after the negotiated agreement
  
- Further negotiation case study and role plays
- Debrief and feedback on role playing

**Trainer: Mr. c.j. Huang**

c.j. is the trusted sales advisor who have helped international companies achieve quantum improvements in sales profits in China and beyond. So far, c.j. Is the 1st and ONLY Asian sales advisor to have been invited to speak at the American Society for Training & Development (ASTD) International Convention on 1 June 2009. Prior to being a sales advisor, coach and trainer, c.j. was Asia Marketing Manager for a Fortune 500 logistics company, as well as Corporate Training Manager for Ringier AG, Switzerland's largest media group, in China, where he was responsible for sales team development, and helped increase the percentage of new hires to close their first sales within 2 months by 30%, as well as increase overall sales targets by more than 50%. In the mean time, many other prominent companies have also engaged c.j. for help, including China Telecom, Dell, Texas Instruments, NEC, L'Oreal, Zegna, Yum!, Bao Steel, Air Liquide, Häfele, Sinotrans, J&J Medical, Phillips Medical, Invitrogen, Phillips Lighting, American Express, Ping An Insurance, Axa Life, Malaysia Airlines, Ascott, InterContinental Hotels Group, TNT, FCM Travel, BASF, Flint Group and many more.

**Date:** 9:00 – 17:00, 24<sup>th</sup>–25<sup>th</sup> November, 2010  
**Language:** English  
**Venue:** Regus, Corporate Avenue 企业天地中心  
 上海市卢湾区湖滨路 222 号 1 号楼 15 楼  
 15<sup>th</sup> Floor, 1<sup>st</sup> Building, 222 Hubin Road  
 Luwan District, Shanghai  
 (地铁 1 号线到黄陂南路, 2 号出口直达)  
 (Metro 1, South Huang Pi Road, Exit 2)  
**Price:** 4,400RMB/Person, incl. lectures, lunch & coffee breaks  
**Registration:** 德国萨克森州经济促进上海联络处, 智弈商务咨询  
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