

# NEGOTIATE TO WIN<sup>®</sup> Masterclass

World-class negotiating skills for world-class  
win-win agreements.



by Superstar Negotiator

**JIM THOMAS**

Best-Selling Author of *Negotiate to Win*



Featured on:



Represented the US in the successful Intermediate Nuclear Forces (INF) Negotiations with the former Soviet Union.  
**Negotiate to Win** was voted Best Business Book of 2006 by Strategy & Business Magazine and was a Pulitzer Prize candidate for the same year.

**8 & 9 May 2024: Kuala Lumpur**



## *Rave Reviews* From Past Attendees

"The speaker was the highlight of the event. This program is probably one of the best I've had for the past ten years - it's a very good course. The biggest thing is the speaker. He has excellent knowledge of what he's talking about and great experience. The knowledge that he has brought and given to us, it's fantastic! Jim is one of those people who does training for the sake of passing on knowledge, rather than "Oh, I've got to make money to earn a living". So, that's what makes him different and this training effective."

**Brian Iskandar Zulkarim - GM, Malaysia Airports Holding**

"Jim Thomas's experience and knowledge is impressive. What made this course really special is the heart and understanding of human interactions and relationships that go beyond the superficial negotiation. I loved the part which explains what actually makes a truly successful negotiation. In my opinion the great strength of the whole course was the choice of trainer. This was very well organized and meticulous course thanks to Kexxel!!!"

**Andrea Teo - VP Entertainment, Resorts World Sentosa**

"I gained a lot of new techniques, more strategies on negotiations and also the different ways of doing it. Personally, everyone should attend this; it gives you more information, more insight into the overall subjects which we always take for granted. This will help a lot. Good, well organized."

**Yang Amat Mulia Tengku Baderulzaman Ibni Sultan Mahmud - Executive Chairman, TBM Resources**

"Great sharing of Jim's vast experience and practicalities in applying the techniques into actual live negotiation. Making the skills mechanical - identify and stick to the plan; that was the area most useful to me."

**Siti Asma' Abd Gani - Group Finance Manager, AmBank Group**

# Meet Our Facilitator



## JAMES C. (JIM) THOMAS Jr., Esq.

Author of Harper Collins' International Bestseller, *Negotiate to Win*

When leading companies and governments need negotiating advice, they frequently call on negotiating luminary Jim Thomas. Jim is an attorney, author, speaker, and media personality, but above all, a busy full-time negotiator. For the past 35 years, Jim's law practice has focused exclusively on negotiating. He has successfully negotiated some of the most important deals in recent corporate history which includes mergers and acquisitions, domestic and international business transactions, arms control, the environment, trade and diplomacy, labor relations, and a host of other fields. His clients include most of the Fortune 500, as well as non-profit groups, professional and trade associations, federal, state, and local government agencies. Jim was a member of the United States' negotiating team in the successful Intermediate Nuclear Forces (INF) negotiations with the former Soviet Union.

Jim's bestselling book, **Negotiate to Win**, was rated one of the Best Business Books of 2006 by Strategy & Business Magazine and is available in 18 languages. Jim is a popular speaker and a frequent guest on television and radio programs including **CNN, Channel News Asia, CBS News, ABC News, MSNBC, and Fox News**. He's been featured in newspapers and magazines worldwide, including Newsweek, Forbes, Dow Jones Marketwatch, Cosmopolitan, Men's Health Singapore, 8 Days, Her World, Mademoiselle, Global Investor, Marie Claire, Better Homes, Woman's Day, American Executive, and Pacific Business News.

Mr. Thomas is the author of the Negotiate to Win® Workshop series, which since its debut 30 years ago has become one of the leading negotiation training programs in the world. It is the recipient of a number of ASTD and NAPM awards for excellence. Jim's writing and speaking style is frequently described as "a combination of negotiator, lawyer, and stand-up comedian." "If I can make people laugh, I can make them learn," says Jim.

Jim is a graduate of the University of California at Los Angeles and The Georgetown University Law Center. He sits on several corporate boards and teaches at the Georgetown University Law Center and the University of Washington's Pacific Coast Banking School.

## Some Clients Jim Thomas has worked with

### Communications

- Alcatel-Lucent
- BellSouth
- COMSAT
- MCI
- Nextel
- Sprint

### Consumer

- American Honda
- Black & Decker
- Dairy Queen
- Eureka
- Ford
- General Electric
- Gillette
- Hallmark
- Heineken
- Hyatt

- Kellogg
- Kraft
- Lexus
- Marriott
- McCormick
- Nabisco• Orkin
- J.C. Penney
- Philips Electronics
- Pillsbury
- Pirelli Tire
- Pizza Hut
- Safeway
- Saint Gobain
- Scott Paper
- Sephora
- Sears
- Teledyne WaterPik
- Unilever
- Westin

### Energy

- American Electric Power
- ARCO
- Chevron
- Dominion Power
- ExxonMobil
- Marathon
- New York Power
- Phillips Petroleum
- Southern Company

### Financial and Insurance

- ABN-AMRO
- Central Pacific Bank
- CIGNA
- Citicorp
- Comerica Bank
- Edison Capital

- Fannie Mae
- Freddie Mac
- Northern Trust
- Overseas Private InvestmentCorp.
- Pacific Mutual
- Prudential
- Securian
- The World Bank
- Union Bank
- US Bank
- Wells Fargo Bank

### Healthcare

- Alcon
- Biogen-Idec
- Bristol-Myers Squibb
- Genzyme
- GlaxoSmithKline

- Hoffman-LaRoche
- Johnson & Johnson
- McNeil
- Merck
- Ortho
- Parke-Davis
- Perkin-Elmer
- Perrigo
- Pfizer
- Searle
- Solvay
- Warner-Lambert
- Wyeth



## Hear from Participants Who Have Attended Jim's Live Sessions!

"The main take-away for me will be the successful way to conduct a negotiation and different tactics we can use for win-win negotiation. My job requires us to conduct negotiation frequently and this course definitely helped me to achieve it. Jim is a very good trainer, his delivering was good and he kept us engaged frequently with jokes! Future participants can use this in their daily career."

- **Marina Rushdi, Head, Strategic & Corporate Planning, Ammetlife Insurance**

"The seminar has a lot of practical exercise and a lot of practical advice that is easy to understand. The tips are doable with some practice."

- **Jessie Sam, Business Operations Manager, Pfizer Malaysia**

"Great job to Kexxel for the gathering of similar level of people for the training session. It's important that Kexxel continues to bring world class speakers into the local scene. It's fantastic knowing Jim in person and you can feel his passion."

- **Henry Lim Kah Chean, Vice President, Division Lead HDX, Siemens Malaysia Sdn Bhd**

"Jim manages to teach a dry subject by using something very exciting and practical. He intersped the lectures with very interesting exercise and case studies. We are exposed to the best practice and practical topics on how to negotiate."

- **Muhamad Bazil, General Manager, Tenaga Nasional Berhad**



## What "Win-Win" Negotiating is Really All About

The **Negotiate to Win** Workshop begins with participant introductions, an overview of the program's content and methodology, and the establishment of ground rules. We then discuss participants' goals and expectations for the Workshop and share personal best and worst negotiating experiences.

### MODULE 1 Negotiation - What Lies Beneath

Module 1 takes a big-picture look at negotiating. We define it, consider some of the trends behind its growing, worldwide importance, and examine the surprising shortage of practical information about it. We then identify the all-important boundary between persuasion and negotiation, and look at similarities and differences in negotiating style among cultures. What we'll cover:

- The definition of negotiation
- The enormous and growing importance of effective negotiating
- Negotiation philosophies:
  - win-win vs. win-lose, collaborative vs. manipulative, integrative vs. distributive, positional vs. interest-based, and others
- The difference between persuading (obtaining agreement through logic and reason) and negotiating (obtaining agreement through concession-making)
- Persuasion's Achilles' heel: reasonable people with the same facts often come to completely different conclusions
- Similarities and differences in negotiating styles among cultures
- Template for Personal Negotiating Action Plan given and further developed by participant



**1st Negotiation Exercise** (large teams)  
**Personal Negotiating Action Plan** (ongoing)

### MODULE 2 What "Win-Win" Negotiating is Really All About

Module 2 looks at how humans come pre-wired with a deep-seated need to save face – and a burning desire to retaliate when we don't. We also look at some historical examples of good not-so-good negotiating.

- Debrief of First Negotiation Exercise
- The central role of face, ego, and self-esteem in negotiation
- Negotiation's many facets: logical, illogical, emotional, psychological, theatrical, and more
- Who to do a "win-win" negotiation
- The rare occasions when "win-lose" negotiating is acceptable
- When negotiations shaped history: landmark 20th and 21st Century negotiations

## The 21 Rules Of Negotiating

### MODULE 3 The Critical Rules of Negotiating

When you boil down all the clichés, theories, and folklore about negotiating, you wind up with a handful of techniques that actually work. These techniques – the **21 Rules of Negotiating** – are the heart and soul of good negotiating, and are explained in Modules 3, 4, and 5. We begin with Rules 1 – 7, the Critical Rules of Negotiating.

- Explaining and dispelling the pervasive myth of "negotiating strategies and tactics"
- The layout and reasoning behind the 21 Rules of Negotiating
- Each of the seven Critical Rules of Negotiating is explained in detail and discussed by attendees

## WHY YOU SHOULD ATTEND

### The Future Will Belong to Better Negotiators

Today, your effectiveness at most of the things you do – whether its closing deals, setting goals, allocating resources, recruiting, team building, motivating, appraising, disciplining, problem-solving, or simply managing everyday differences with colleagues, clients, friends, and significant others – is powerfully influenced by how well you negotiate.

Tomorrow? At least one thing is certain: success won't be getting any easier. Competition will keep growing, margins will keep shrinking, and ever-smaller advantages will separate success from failure.

If skilled negotiating is vitally important today, it will be imperative in the future. The conclusion is inescapable: it's time to improve your negotiating skills. You can't put this off any longer.

### Learn from Fortune 500's Favorite Negotiating Coach

Master negotiator Jim Thomas is the overwhelming choice when top organizations need negotiation training. Jim's **Negotiate to Win** program is the definitive "how to" course that has helped tens of thousands of attendees negotiate their way to new levels of business and personal accomplishment. What makes it so special? Because Negotiate to Win is about **results**. Jim specifically wrote it to fill the urgent need for practical, non-theoretical negotiating training. From the profusion of negotiation theories, strategies, ploys, and gambits, he distilled the handful of techniques that work, again and again, in the real world. Then he packed these powerful principles into a no-nonsense program that will quickly and dramatically jump-start your negotiating skills

Don't miss this rare opportunity to be personally trained and coached by Jim Thomas – the man who literally wrote the book on effective negotiating. Throughout the action-packed 2 days, Jim will be sharing his extraordinary experience with session participants. You'll leave Negotiate to Win with a wealth of powerful new ideas that you can use the very next time you negotiate.

Now is the time to improve your negotiation skills. This is the program to help you do it. Don't wait any longer to start reaping the rewards of better negotiating. **Come see why Negotiate to Win is the program that gets results!**





## MODULE 4

### What "Win-Win" Negotiating is Really All About

Module 4 covers Rules 8 - 11, the Important But Obvious Rules of Negotiating

- Each of the four Important But Obvious Rules of Negotiating is explained in detail and discussed by participants

## MODULE 5

### The "Nice to Do" Rules of Negotiating

Module 5 examines the last of the 21 Rules of Negotiating, Rules 12 - 21 - also known as the "Nice To Do" Rules. Then, with the Rules explained, we embark on the second of the Workshop's five exercises.

- Each of the ten "Nice To Do" Rules of Negotiating is explained in detail and discussed
- Participants receive and perform the 2nd Negotiation Exercise



**2nd Negotiation Exercise** (small teams)  
**Personal Negotiating Action Plan** (ongoing)

## Pre-Negotiation Preparations

## MODULE 6

### Concession Management

Good concession management is second nature to every accomplished negotiator. Drawing on the results of the Second Negotiation Exercise, participants rapidly develop competence in this key skill.

- Debrief of Second Negotiation Exercise correcting observed problems
- Constructing the Envelope of Negotiation for each anticipated issue
- The negotiating challenges posed by our natural reluctance to make concessions
- The importance of the Rule of Halves in overcoming this reluctance and providing a roadmap for effective concession-making
- The "ideal" concession pattern: the Rule of Halves' steeply-tapered concession curve
- Escalating: definition, risks, and defenses
- Avoiding the temptation to "shave" Rule of Halves concessions
- The very bad habit of speculating about the other side's Envelopes
- Managing your concessions against a deadline
- A suggested timeline for good concession-making
- Hand out 3rd Negotiation Exercise to verify participants' competence in concession management



**3rd Negotiation Exercise** (small teams)  
**Personal Negotiating Action Plan** (ongoing)

## KEY LEARNING POINTS

- Achieve lasting, creative, mutually profitable, "win-win" agreements more easily and consistently
- Thoroughly and effectively prepare for your negotiations
- Assess the other side's negotiating strengths and weaknesses
- Use the full range of best negotiating practices - and how to defend against them
- Why, when, and how to make concessions - and avoid unnecessary concessions
- How to more effectively select, manage, and use negotiating teams
- Establish and maintain a positive negotiating climate
- How to negotiate more comfortably and successfully across cultural lines
- The growing role of computers and the Internet in negotiating

## WHO SHOULD ATTEND

This intensive seminar is designed to help anyone who deals with people. It is particularly well suited to the needs of owners, executives, senior managers, salespeople, legal and other professionals, buyers, marketing managers, purchasing managers, operations managers, procurement managers, supply chain managers, logistics managers, HR managers, distribution managers, and anyone else who needs to **quickly and dramatically enhance their negotiating skills.**

## PROGRAM SCHEDULE

0845	Registration & Snacks
0900	Workshop commences
1015	Morning break
1230	Lunch
1500	Afternoon break
1700	End of day





## MODULE 7 Pre-Negotiation Homework

Underpreparation, inadequate information, and disorganization are common mistakes made by less effective negotiators. Here we insure that attendees prepare properly for their negotiations.

- Debrief of Third Negotiation Exercise correcting observed problems
- Best practices for doing pre-negotiation homework
- Emerging homework tools and technologies
  - Spreadsheet programs to better manage the true economic cost and value of concessions made and received
- The only homework that really matters: establishing an Envelope of Negotiation for each issue
- Defining and sorting negotiable issues and creating alternatives
- Assessing the other side's negotiating positions
- Creativity in concessions
- Team negotiations
- Making the boss a negotiating asset instead of a liability
- Identifying and preparing for contingencies
- Completing the negotiation plan
- The eight "must-do" homework steps
- Participants perform the Fourth Negotiation Exercise after completing a Negotiation Preparation Template

 **4th Negotiation Exercise** (duos with observers)  
**Negotiation Preparation Template**  
**Personal Negotiating Action Plan** (ongoing)

## Negotiation Leadership

## MODULE 8 Performing a Successful Negotiation

In Module 8 the Rules meet the real world. Here we look at the practicalities of actually carrying out a winning negotiation.

- Debrief of Fourth Negotiation Exercise correcting observed problems
- Best practices for internal negotiations
  - Negotiating with and within management
  - Negotiating between management and employees
  - Negotiating with colleagues and counterparts
  - Organization-wide negotiating
- Best practices for external negotiations
  - Dealing with multiple stakeholders, coalitions, and partners
  - Formulating multi-party, multi-issue agreements
  - Handling shifting alliances
- Best post-negotiation practices
- Participants perform the fifth Negotiation Exercise after completing a Negotiation Preparation Template

 **5th Negotiation Exercise** (duos with observers)  
**Negotiation Preparation Template**  
**Personal Negotiating Action Plan** (ongoing)

## MODULE 9 Navigating Negotiation's Minefields

Negotiations don't always go as smoothly as we'd like. Effective negotiators must be prepared for negotiation's occasional but predictable special challenges. Here we provide guidelines to help you recognize and manage them.

- Debrief of Fifth Negotiation Exercise correcting observed problems
- Negotiating at an uneven table: when the other side has more power
- Negotiating under extreme time pressure
- Friendly fire I: negotiating when your allies don't understand your strategy and you can't reveal it to them
- Friendly fire II: negotiating when your allies understand your strategy and disagree with it
- Handling gender differences in negotiations
- Negotiating across cultures and/or borders
- Negotiating with difficult people and/or in difficult situations
  - Taking charge of your feelings and behaviors
  - Expressing your emotions intelligently
  - Managing and defusing emotional outbursts, threats, and personal attacks
- Negotiating ethics
- Negotiating within a strategic alliance
  - Building, maintaining, and growing an alliance
  - Defusing alliance-threatening situations
  - When partners disagree
  - Ending alliances professionally and constructively
- Handling post-negotiation regret
- Participants perform the Sixth Negotiation Exercise after completing a Negotiation Preparation Template

 **6th Negotiation Exercise** (duos with observers)  
**Negotiation Preparation Template**  
**Personal Negotiating Action Plan** (ongoing)

## MODULE 10 Negotiation Leadership

As we approach the end of the Workshop, we offer suggestions about negotiation leadership, including ideas for implementing good negotiating practices at your organization. Attendees also complete their Personal Negotiating Action Plans for review by the instructor.

- Debrief of Sixth Negotiation Exercise correcting observed problems
- Negotiating organizational change
- How to build your organization's a negotiating capability
- Attendees complete Personal Negotiating Action Plans

 **Personal Negotiating Action Plan**

# Negotiate to Win<sup>®</sup> Masterclass.




Kuala Lumpur | 8 - 9 May 2024

Registration Inquiries: ☎ : +603 2282 1688

☎ : +6011 1633 1600

✉ : boon@kexxel.com

## REGISTRATION FORM

Early Bird Register Before 8th March 2024	Special Discount Register Before 5th April 2024	Normal Rate Register After 5th April 2024	
<input type="checkbox"/> RM7,995	<input type="checkbox"/> RM8,395	<input type="checkbox"/> RM8,795	
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\*Fees quoted does not include 6% SST. **HRD-Corp Claimable.**

**\*Get 2 FREE seats if you send 3 pax! (3+2 Package)**

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### TERMS AND CONDITIONS

#### PRIVACY

Any information provided by you in registering for this event is being collected by Kexxel Group and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about Kexxel Group events and services.

From time to time Kexxel Group may share information from our database with other professional organizations (including our event sponsors) to promote similar products and services. Please send us an email if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please email us your request info@kexxel.com.

#### TERMS & CONDITIONS

Payment must be received before the commencement of the event. After registration all payment must be executed within the terms herewith irrespective of attendees. Due to limited of event space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Fees is inclusive of programme materials and refreshments.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge provided you inform us AT LEAST 3 days before the course else you will be issued with a 50% Discount Training Voucher which entitles you (or a nominated colleague) to attend a public course arranged by Kexxel Group within the next 12 months.

Cancellation: If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall refund to each attendee its payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Attendee. Kexxel Group reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to the attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid.

As such, Kexxel Group reserves the right to alter or modify the advertised speakers and/ or topics if necessary. Any substitution or alterations will be updated on our web page as soon as possible. Send 3 and get the 4th & 5th pax for free promotion is subject to Kexxel Group's discretion. In case of no show on the event day, the free attendee is assumed to have cancelled his/her seat and full payment is required as per invoiced.

### Authorisation (Mandatory)

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Job Title : .....

Email : .....

Signature : .....

Date : .....

**\*Signatory must be authorised to sign on behalf of contracting organisation. This booking is invalid without a signature.**