



Who's attending?

This course is beneficial to corporate banking and lending professionals and managers, at any level and in any function

Why not recommend this course to a colleague?

“The materials and topics covered are very practical and address the day-to-day issues we are facing.”

What will I get out of it?

Negotiators who have attended *Negotiating for Results for Corporate Bankers* have told us that following the program they have been able to:

- Negotiate more strategically by looking at the whole relationship.
- Use each negotiation interaction to positively influence people inside the company as well as clients and governance entities.
- Get better deals consistently over the long-term.
- Change the whole context of negotiating from “the deal” to one where both parties are sitting on the same side of the table working together to help each other win.
- Anticipate negotiating tactics and diffuse them.
- Use tactics in an appropriate way to move stalled negotiations along.
- Deal more effectively with deadlocks and stalemates.
- Use a more thorough and disciplined approach consistently to analyze negotiations situations and prepare effectively.

2-Day Intensive Course

Negotiating for Results for Corporate Bankers: *When Win/Win Isn't Enough*

Intermediate Level

12 – 13 June 2012, Singapore

For years, win-win negotiating has been the norm, the way corporate bankers and lenders have avoided disaster at the negotiating table. This two-day workshop provides not just a way to win, but a way to win by using specific negotiation and influencing skills to assist relationship managers negotiating corporate deals, relationships and corporate treasury services in job performance and in building long-term, sustained business partnerships.

Top negotiators use specific negotiation and influencing skills to assist in job performance when they negotiate with customers, vendors, government and inside their companies. Many corporate and/or lending deals require these four levels of negotiating in order to close the deal. They say that negotiating can derail long-term relationships. The perception that “everything is at stake and I have to get a good deal,” can turn any negotiation event into a stressful and relationship-damaging interaction. Now, that does not have to be true.

BOOK NOW! Register before 12 May 2012 for early-bird discount.

Venue

All of our courses are held in 4 -5 stars hotels, chosen for their location, facilities, and level of service. You can be assured of a comfortable, convenient learning environment throughout the duration of the course.

Due to the variation in delegate numbers, we will send confirmation of the venue to you approximately 2 weeks before the start of the course.

About Us

Salmon Thrust provides tailored financial training solutions to leading Asian clients. Being Asian for Asians, we understand that different cultures have their own needs in terms of product and knowledge, and in terms of their approach to Client Management.

Founded in 2004 to satisfy the demand for wealth management and related training programs in this part of the world, we develop and present seminars and workshops for executives working in corporations, investment banks, securities houses, firms of accountants and legal practices.

Our courses are held on a public or in-house basis, a full list of which can be found on our website. Visit www.salmonthrust.com

Funding Support

The Monetary Authority of Singapore (MAS) administers Financial Training Scheme (FTS) grants to financial sector organisations that sponsor eligible Singapore based participants to training programmes that meet qualifying criteria. For more details, please visit www.mas.gov.sg, or contact the MAS via fsdf@mas.gov.sg.

Steven Lesser

Steve has been in training and consultancy since 1991 and he travels a lot to Asia Pacific region. His practice is largely in the areas of Strategic Management, Change Implementation, Marketing and Sales, People Development, Negotiation, Problem Solving, Credit and Project Management. He has had extensive experience in the financial services industry. Clients include Vodafone, Citibank, Renong Berhad, AMP Banking. He has also had articles published in this area. Recent implementations include the installation and use of just-in-time electronic support tools for high leverage competencies, utilising Intranet & multimedia. Steve is also a frequent speaker at regional, HRD, financial and strategic conferences as well as facilitating client strategic planning, conferences and meetings.

Steve brings some 22 years financial services industry experience, from positions as General Manager Corporate Banking, The Nippon Credit Bank; Deputy State Manager, Challenge Bank Limited, and various managerial positions with the Commonwealth Bank of Australia.

Steve has, over the past fifteen years, lectured at both under and post-graduate level (including MBA) at three Australian Universities. He is currently Adjunct Professor at Charles Sturt University in Bathurst, New South Wales, Australia.

COURSE CONTENT

Participants get hands-on negotiating practice using a four-phase Strategic Negotiation Process that they can apply immediately to their jobs. Each phase provides key concepts, skills and tools that negotiators can apply to all types of negotiations.

The workshop provides participants with the opportunity to learn the concepts and practice using the skills and tools to improve their negotiating skills. Participants leave with a disciplined and focused method of using the Strategic Negotiation process in all of their negotiation interactions.

They learn that strategic negotiating is different from tactical negotiating in that the focus is on identifying mutual interests in an effort to seek agreement so both parties feel that they have won. There is an intention to influence, maintain or build long-term relationships. Strategic negotiating emphasizes planning for every negotiation interaction in the context of the long-term relationship and finding ways to use each interaction to enhance the relationship.

Negotiating for Results for Corporate Bankers is designed to be highly-participative with participants taking part in large-group and small group discussions, simulations and exercises and practice using the tools and skills. They can also analyse, plan and negotiate a complex negotiations case that relates to a Corporate banking proposition, internal negotiation or vendor deal.

They practice using and leave with the Strategic Negotiation Planning Guide, an easy-to-use, comprehensive tool to plan all phases of the negotiation.

Cultural elements are a critical component of the workshop – in fact that is one of the reasons this workshop has been so successful in Asia – the West meets East cultural aspects included.

At the conclusion of the course, participants are able to:

- Recognize the difference between tactical negotiating and strategic negotiations.
- Recognize the value of using the strategic negotiating process and identify how it can help influence and build corporate banking and other broader relationships.
- Assess the situation in every negotiation by:
 - Analyzing the other party's perspective
 - Analyzing their own perspective
 - Identifying mutual interests
- Plan the Negotiation by:
 - Identifying negotiating criteria
 - Analyzing the other party's style
 - Preparing strategy
- Conduct the Negotiation by:
 - Establishing the agenda & ground rules
 - Exploring options and gaining commitment
 - Setting next steps
- Follow-up by:
 - Evaluating outcomes and process and using lessons learned
- Use effective communication skills to conduct the negotiation including:
 - Active Listening
 - Strategic Questioning, Clarifying and confirming
- Identify 14 common negotiating tactics, anticipate them and handle or diffuse them in a negotiation situation.
- Use a trait scale to identify their own and the other party's style and plan to adapt style to get better results.
- Move past a stalemate by:
 - Revisiting negotiating criteria and restating agreed-upon issues
 - Clarifying the issue on the table
 - Brainstorm if/then solutions
 - Use strategies to compromise and swap issues where appropriate
- Negotiate complex deals across a number of parties, borders and situations.

Save time and money with in-house training

In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organization.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen and convenient to you.

For more information on holding this, or any other salmon Thrust course in-house, please contact:

Audrey Ang, Sales Manager
Tel: +65 63230768
Email: audrey@salmonthrust.com

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Website
www.salmonthrust.com

Telephone
(+65) 6323 0768

Email
email@salmonthrust.com

Negotiating for Results for Corporate Bankers

12 – 13 June 2012, Singapore

Register now

Package	Before 12 May 2012	After 12 May 2012	Quantity	Sub-total
Registration fee	S\$1,800 Save \$200	S\$2,000		
Platinum Package	Send 4 delegates and 5 th comes FREE			

Attendee details

1	Name.....	Job title.....
	Tel.....	Email.....
2	Name.....	Job title.....
	Tel.....	Email.....
3	Name.....	Job title.....
	Tel.....	Email.....
4	Name.....	Job title.....
	Tel.....	Email.....
5	Name..... FREE	Job title..... FREE
	Tel..... FREE	Email..... FREE

Company/Invoicing details

Organization name.....

Address.....

Postcode.....

Invoice attention to..... Job title.....

Tel..... Email.....

Approving Manager signature

NB: Signatory must be authorized to sign on behalf of contracting organization

Name.....

Email..... Job title.....

Tel..... Fax.....

Authorizing signature * (Mandatory).....

Payment method

For payment by crossed **cheque or bank-draft**, please make payable to: **Salmon Thrust Pte Ltd**

For payment via **telegraphic transfer**, please make payment to:

Account number: 501-747323-001
 Account name: Salmon Thrust Pte Ltd
 Bank address: 65 Chulia Street, #01-01 OCBC Centre. Singapore 049513
 Bank code: 7339
 Swift code: OCBCSGSG

How to book your course

Complete this form and **fax** to:
+65 6423 9802

Or send the form to:

Salmon Thrust Pte Ltd
 55 Market Street #10-00
 Singapore 048941

Take the Platinum package

Get your team together and save!
Send 4 delegates and get one FREE

You may also be interested in

- **Financial Modeling Using Excel (19 – 20 Apr)**
- **Assessing Credit Risks for SMEs (14 – 15 Jun)**
- **Credit Evaluation & Management of Troubled Credits (9 – 10 Apr)**
- **Financial Statement Analysis for Credit Professionals (2 – 3 Apr)**
- **Essentials of International Trade Finance (5 – 7 Mar)**
- **Identifying & Mitigating Risks & Frauds in International Trade Finance (28 – 30 May)**
- **Standby Letters of Credit & Bankers' Guarantees - Principles, Practices, Operations & Legal Cases (22 – 23 Mar)**

Go to www.salmonthrust.com to view our full course calendar

Terms and conditions

1. Should you be unable to attend, a substitute delegate is welcome at no extra charge.
2. Salmon Thrust does not provide refunds for cancellations. Invoiced sums are payable in full within 7 days of the invoice date.
3. Salmon Thrust will provide full course documentation to a delegate who has paid, but is unable to attend.
4. Salmon Thrust reserves the right to change the content of the program without notice including the substitution, alteration or cancellation of speakers and/or topics and/or the alteration of the dates of the event.
5. Salmon Thrust is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of an event under any circumstances.
6. Salmon Thrust reserves the right to amend any part of the published program, agenda or speakers due to factors outside of its control.

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