



An Invitation To Professional Excellence

Strategic Alliances: Negotiate, Influence and Deliver Results

13 - 17 September 2010, London
12 - 16 December 2010, Cairo

An Intensive
5 Day
Programme



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Strategic Alliances: Negotiate, Influence and Deliver Results

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■ The Course

Alliances in business are a natural route for development – but not all contracting relationships can truly be seen as alliances. A good, trusting and open relationship is essential for a long-term and successful alliance – and this needs to be practiced by the negotiators involved.

Negotiation is inevitably at the heart of the every process to achieve what you want, whether in an agreement, bargaining for an item or closing a deal. At the end of each negotiation, the goal is to seek a win/win outcome – an essential characteristic of long-lasting alliances.

This seminar provides an essential framework for effective negotiation — which will be vital for building and exploiting an alliance - from building the relationship, critical thinking to prioritize goals (and awareness of possible ploys you may encounter along the way).

■ The Goals

At the end of the seminar, you will:

- ♦ Developed a framework for analyzing current alliances and developed an effective plan and strategy for negotiations
- ♦ Practiced and developed skills for influencing others
- ♦ Gained confidence as a trusted negotiator
- ♦ Adopted appropriate behaviours for each negotiation stage to deliver results
- ♦ Successfully applied the principles of persuasion to any negotiation situation
- ♦ Recognized and countered the most common negotiating ploys
- ♦ Prioritized and planned your negotiation strategy through critical thinking

■ The Delegates

Those wanting to improve their ability to influence, persuade, negotiate and communicate with others effectively. Those who recognise that improving their negotiation skills is about being able to influence and persuade others that a win/win outcome is the key goal.

■ The Process

The seminar combines presentations with interactive practical exercises, supported by activities and case studies. Delegates will be encouraged to participate actively in relating creative leadership strategies to the particular needs of their workplace.

■ The Results

This seminar will help delegates to make an impact in the workplace for negotiating the best possible terms of an agreement for mutual benefits of the “alliance partners”.

This seminar will enhance delegates understanding of Negotiation, and Influence to help them become more effective negotiators for long-term relationships and beneficial agreements.

■ The Core Competencies

Participants will develop the following competencies:

- ♦ Appreciate how an alliance can prosper from constructive relationships
- ♦ Discover how to effectively persuade and influence others
- ♦ Learn to apply the key elements of influence
- ♦ Utilize various communication skills to send convincing messages
- ♦ Be more knowledgeable of the communication styles of others
- ♦ Critical thinking to identify key objectives and results desired from the negotiation process



☞ DAY 1 ☞

Developing Alliances

- Characteristics of a strategic alliance – effects of market dominance
- Culture and perception – and effects in building alliances
- Building trust through communication and achieving results for the alliance (bearing in mind its “life cycle”)
- Personality - strengths & weaknesses in negotiations
- Minimising communication blockers to maintain relationships
- Development review and action planning

☞ DAY 2 ☞

Influence & persuasion skills in managing the alliance

- Challenges of meetings – group and individual strategies
- Positive influence of listening in challenging situations - good and bad news!
- Applying rules of influential presentations to maximize impact
- Maintaining compatible body language and using logic, credibility and passion
- Feedback and action planning

☞ DAY 3 ☞

Strategy in negotiation skills for partners and allies

- Steps in win/win negotiation
- The keys to collaborative bargaining in partnering
- Leverage: What it is and how to use it
- Negotiation tactics and ploys
- Dealing with difficult negotiators and barriers
- Ethics in negotiation

☞ DAY 4 ☞

Higher level negotiation skills for challenging situations

- Listening and responding to signals and informal information
- Recovering from reversals, errors and challenges
- Developing a climate of trust
- Higher level conversation techniques
- Concentrating action on the needs of alliance partners

☞ DAY 5 ☞

Maintaining alliances: critical thinking for decision making

- Gaining control and using information – formal and informal
- Identifying sources and testing assumptions
- Framing the problem
- Decision making under pressure
- Reviewing strategic alliances and building personal action



☞ Upcoming Programmes ☞

- Strategy, Risks, Negotiation & Leadership
13 - 17 September 2010, Kuala Lumpur
- Strategic Planning, Management Control & Effective Budgeting
13 - 24 September 2010, Kuala Lumpur
- Leading with Excellence: Successful Models for Planning, Executing & Building Alliances
13 - 24 September 2010, London
- Successful Planning, Organising & Delegating
20 - 24 September 2010, London
- Leadership, Innovation & Enterprise Skills
18 - 22 October 2010, Kuala Lumpur
- Certificate in Leadership & Management Excellence
18 - 29 October 2010, Kuala Lumpur

Registration

COURSE TITLE	<input type="checkbox"/> DATE	VENUE	FEES(US\$)
Strategic Alliances: Negotiate, Influence and Deliver Results	<input type="checkbox"/> 13 - 17 September 2010	London	4450
	<input type="checkbox"/> 12 - 16 December 2010	Cairo	

Attendee Details

Title: Mr. Ms. Mrs. Prof. Dr.

First Name :

Last Name :

Position :

Mailing Address :

Company :

Telephone :

Mobile :

Fax :

Email :

Mail me a Training Calendar

Sponsor Details

We wish to register this delegate for the course mentioned above and undertake to pay his/her fee.

Name :

Organisation :

Mailing Address :

Telephone :

Fax :

Email:

Payment Details

- Please invoice me
- Please invoice my company (Sponsor)
- Please find enclosed a cheque made payable to ANDERSON

Fees

The fee for the seminar includes, Instruction Materials, Lunch and Refreshment Breaks

Certificates

A Certificate of Attendance will be awarded to participants who successfully meet course requirements and maintain 80 percent attendance.

Hotel Accomodation

Hotel Accomodation is not included in the registration fee. However favourable rates have been negotiated for a limited number of rooms at the course venue.

Credit Card details are required to guarantee your hotel room reservation.



to provisionally
reserve your place.
+971 4 365 8363

Telephone



completed
registration form to
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E-mail



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Cancellation/Refund Policies

You must notify the Registrar of cancellations at least 2 weeks before a scheduled seminar in order to be eligible for a credit. If you cannot attend, you may send a replacement from your organisation at no charge. There is a **\$250** handling charge for all cancellations or rescheduling. We reserve the right to cancel a seminar due to low enrollment. All registrants will be notified in advance and a full refund will be provided upon request.

Disclaimer

Anderson reserves the right to cancel / postpone any programme; modify the announced programme content or change the location, venue, time, date or faculty of any programmes as may be deemed necessary or advisable.