



Executive Programme on Negotiation and Deal Making



Programme Code: W111018
CEF Course Code: 21C06861-6

Whether you are pitching a new investment program to the CEO, bargaining with a vendor, or designing a new accounting system for the HR department, accounting and finance professionals constantly engage in negotiations that can improve – or hinder – their organizations' strategic performance. The purpose of this action based management development program is to enhance the competency of accountants, auditors, finance managers and other finance and accounting professionals in negotiation. As a result, they can become more effective and influential negotiators in their firms as they learn to:

- master preparation techniques
- match the right negotiation tactic to the right situation
- handle tough and difficult negotiations internally & externally
- effectively influence their seniors and subordinates
- forge advantageous agreements with vendors & customers
- protect the organization from unnecessary wastage
- overcome barriers and deadlocks during negotiations
- use negotiation as a business tool

"provides me with useful insights into techniques and approaches to negotiation, especially how to overcome barriers"

"those negotiation skills I believe will help me as a CPA as well as a strategic manager in my future career"

past participants

Facilitator	Dr. Philip Lok , B Sc, MBA, Ph.D. CMA
Language	Cantonese
Admission Requirement	HKICPA members or other accountants with negotiating experience
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
CPD hours	30 hours
Fee	HK\$5,800
Class Size	20
Enrolment Deadline	4 October 2014 (extended to 11 October 2011)

Date	Time
1) 18 Oct 2011 (Tue)	9:00 a.m. – 5:00 p.m..
2) 25 Oct 2011 (Tue)	9:00 a.m. – 6:00 p.m.
3) 31 Oct 2011 (Mon)	9:00 a.m. – 5:30 p.m.
4) 2 Nov 2011 (Wed)	9:00 a.m. – 5:30 p.m.

The entire programme, which is 100% interactive, covers the following topics:

1. Types of Negotiation
 - a. What is negotiation?
 - b. Characteristics of different types of negotiations
2. Barriers to Negotiation
 - a. Difficulties of successful deals
 - b. Steps to overcome barriers
3. Table Tactics and Skills
 - a. Objectives of across-the-table negotiation
 - b. Manipulation behaviours and avoidance
 - c. Negotiation tactics and handling techniques
 - d. Planning of across-the-table and away-from-table negotiation
 - e. Case study and individual exercise
4. Fundamental Principles of Negotiation
 - a. Fundamental principles of negotiation
 - b. Role play on pricing negotiation
 - c. Behaviours of skilful negotiators
 - d. Behaviours of win-win negotiators
 - e. Emotional influence on negotiation
5. Habits of Effective Negotiators
 - a. Six mistakes of negotiators
 - b. Six habits of effective negotiators
 - c. Role play and individual exercise
6. Complex Negotiation Strategies
 - a. Characteristics of complex negotiation
 - b. Value creation in negotiation
 - c. Shaping the negotiation game
 - d. Case study
7. Psychology & Emotion in Negotiation
 - a. Concession strategies
 - b. Negotiator style
 - c. Negotiator emotion
8. International Negotiation
 - a. Characteristics of Chinese negotiators
 - b. Characteristics of Western negotiators
 - c. Negotiator styles of other nations
9. Difficult Negotiations
 - a. Negotiating for intangibles
 - b. Negotiating with a powerful opponent
 - c. Use of a contingency contract
10. The Art of Business Negotiation
 - a. Choosing a negotiation strategy
 - b. Executing a competitive/collaborative negotiation
 - c. Executing a compromise negotiation
 - d. Master the framing process
 - e. Master the power play

Students are required to submit a final project of 2,000 words on their day-to-day negotiation experience. The project has to reach satisfactory standard for CEF reimbursement purposes. A certificate will be awarded for successful completion of the executive programme.



**Executive Programme on Negotiation and Deal Making
 (W111018)**

Are you a member of HKICPA?

- Yes (Membership No.: _____)
 No

FOR OFFICE USE

Seq. no.: _____
 Handle by: _____

If you are not a member of HKICPA, are you an accountant with negotiating experience?

- Yes
 No
 HKICPA members can confirm their CPD booking by logging on to "MyCPA" at <http://www.hkicpa.org.hk>

Personal information

Name: _____ (Mr./Mrs./Ms.) Organisation: _____
 Position held: _____ Email: _____
 Telephone no: _____ Fax no.: _____

Participation fee: HK\$5,800			
Payment by: <input type="checkbox"/> Cheque no.: _____ (Bank: _____) <input type="checkbox"/> VISA Card <input type="checkbox"/> Master Card			
For payment by credit card, please fill in the following:	Card no.: _____		
Cardholder's Name : (Please print)	Card Expiry Date (month/year) :		
Date :	Cardholder's Signature :		
<i>Cheque should be made payable to "Hong Kong Institute of Certified Public Accountants"</i>	FOR OFFICE USE		
	Auth. code no.	Handled by	Date

Signature: _____
 Date: _____

- Notes:**
- All applications are on a first-come-first-served basis.
 - Application by fax will ONLY be accepted when payment is made by Visa/Master credit card. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
 - Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
 - Successful applicants will receive confirmation letter at least 5 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 3 days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
 - NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date.
 - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
 - The Institute reserves the right to change the venue, date or speaker of the event due to unforeseen circumstances.
 - All personal data collected from the enrolment process, and administration of the CPD Programmes will only be used for the purpose of the administration of the course on which members are enrolled.

Please fill in the following label CLEARLY for mailing of admission ticket:

Name :	Name :
Company :	Company :
Address :	Address :

Payment & Enrolment Status Enquiry: 2287 7381
 Email: finance@hkicpa.org.hk

Event Information Enquiry: 2287 7386
 Email: cpd@hkicpa.org.hk