



A Negotiation Mindset for Accountants and Auditors

Programme Code: W090824S

Speaker	Dr Philip Lok , BSc, MBA, Ph.D, CMA Dr Lok is a management development professional with expertise in course and content development for executive training. He has developed a number of management development courses for HKICPA in negotiation, communication, public speaking, interpersonal skills and executive leadership. This new 2009 course is to provide accountants and auditors with the mindset to negotiate like a professional.
Date	Monday, 24 August 2009
Time	9:30 a.m. – 5:30 p.m.
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Enrolment fee	HK\$1,700 for HKICPA member or student; and IA/HKIAAT's member or student HK\$2,000 for Non-member
Language	English
Format	Workshop, including case studies and exercises
Subject / Level	Negotiation Skills / Intermediate - for delegates who have prior knowledge of the subject area
Target Audience	Executives, professionals who want to enhance their negotiation and persuasion skills in their everyday work
CPD credit	7 hours

About the programme

You are a partner of an audit firm, you are about to negotiate with a client over the price of a large audit. During a previous negotiation two years ago with this same client on another similar contract, you found him to be a very hard bargainer. As the current negotiation begins, you quickly agree to his first offer, which is much lower than the figure you have negotiated with other clients.

Many of us have found ourselves in this situation: backing down when faced with a seemingly tough competitor. After all, a poor deal seems better than no deal at all. Why waste time struggling when you can't win?

It is precisely this kind of mindset that defeats many negotiators before the talks even begin. Research shows that approaching a negotiation with the right mindset is crucial to the success of the negotiation. It is even more important than your negotiation skills. You can even turn competitive negotiators into collaborators.

In this interactive workshop, participants will be able to acquire the right attitude and mindset when approaching a negotiation. Special emphasis will be placed on the habits of effective negotiators and how they approach tough and difficult negotiations.

- The 21st century negotiation.
- The six barriers to be an effective negotiator.
- The six habits of an effective negotiator.
- Negotiation mindset for tough negotiators.
- How to negotiate from weaknesses?
- What to do when negotiators get ugly?
- How to handle manipulators?
- Case study and exercises.
- Role plays on negotiating with a hard nosed client.