**CPA** Hong Kong Institute of
**Certified Public Accountants**
香港會計師公會

The course has been included in the list of reimbursable courses for CEF purposes.

# Executive Programme on Negotiation and Deal Making

**(Programme Code: W091010)**

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 useful insights into techniques and approaches to negotiation, especially how to overcome barriers"*

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

**past participants**

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| **Facilitator** | **Dr. Philip Lok**, B Sc, MBA, Ph.D. CMA |
| **Language** | Cantonese |
| **Date** | 10, 17 October and 14, 21 November 2009 |
| **Time** | 9:00 a.m. – 5:30 p.m. (each day) |
| **Venue** | **13/F BDO Training Centre, Wing On Centre, No. 111 Connaught Road Centre, Hong Kong.** |
| **CPD hours** | 7.5 hours per day |
| **Fee** | HK$5,800 |
| **Class Size** | 20 |

The entire programme, which is 100% interactive, consists of four whole-day workshops covering 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 before 80% CEF refund will be granted*. A certificate will be awarded for successful completion of the executive programme.

* Being a registered CEF course, participants who have successfully completed the Programme will be entitled to a reimbursement of 80% of their fees, up to maximum sum of HK$10,000. For details, please visit website http://www.sfaa.gov.hk/cef/intro.htm.