

Course ID: TGS-2023040716

Win-Win Strategic Negotiation

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Duration

2-Days | 13 Hours

Training Format

Classroom Training

Full Fee

\$981

*Net Fee

\$351*

* Terms & Conditions applies.
Refer to next page for funding eligibility

Course Overview


This course provides participants with essential knowledge and tools for conducting successful negotiations that benefit both parties. It covers the fundamentals of negotiation, including different negotiation styles and desired outcomes, as well as effective planning and preparation. The course also explores strategies for building rapport and developing trust, understanding power dynamics, and managing conflict. Participants will learn how to negotiate effectively in a variety of business situations, including sales, partnerships, and contracts.

Effective negotiation skills are essential for professionals in any industry, as it helps them to establish beneficial relationships and agreements with their counterparts. Therefore, it is crucial for professionals to have the knowledge and tools necessary for conducting successful negotiations that benefit both parties.

Considering Additional Sales Training Options?

Other Sales Workshops Available:

- ✓ Mastering Client Relationship
- ✓ Prospecting & Engaging Clients

 Visit eli.academy for more info

Learning Outcome

- Examine the results of effective negotiation and different negotiation styles
- Analyze the conditions for a successful negotiation
- Facilitate discussions with stakeholders to collaboratively develop effective business negotiation strategies and ideas
- Plan and prepare for business negotiation in accordance with established negotiation strategies
- Implement business negotiation strategies based on business negotiation guidelines
- Review outcomes of business negotiations and provide feedback to relevant parties to refine the negotiation policy and guidelines

Target Audience:

- Professionals such as head of business development, head of customer acquisition, sales manager or sales director in retail, property, or any other forms of business

Negotiation skills are critical in achieving long-term customer satisfaction and loyalty, as well as in building positive relationships with partners and suppliers.

Assessment Method

Lecture | Practical Exercises | Case Study

Technical Skills and Competency

Business Negotiation

Course Outline

At the completion of the course, e-certificate will be awarded to trainees who have demonstrated competency in the WSQ assessment and achieved at least 75% attendance.

Trainers



Bernard Soo



Renee Chong

Day 1	Day 2
AM-PM	AM-PM
<p>Day 1: Tools, Concepts & Knowledge</p> <ul style="list-style-type: none"> Welcome & Introduction Analyse Win Win Negotiation <ul style="list-style-type: none"> Win-Win Negotiation Framework Build Trust - Trust Formula Cultural context in Negotiations Zone of Possible Agreement Tradables Develop & Implement Win-Win Strategies <ul style="list-style-type: none"> Negotiation Strategies 	<p>Day 2: Application & Assessment</p> <ul style="list-style-type: none"> Recap/ teach back Assessments Workshop Conclusion

Course Fee & Funding | *Funding valid till: 11-12-2025*

Course Fee and Government Subsidies

	Self-Sponsored/ Company Sponsored (S\$)	
	Before GST	With GST
Non-SCPR	900	981
SCPR Above 21 Years Old	450	531
SCPR Above 40 Years Old	270	351

Baseline: Singaporean/PR age 21 and above

MCES(Mid-Career Enhanced Subsidy): Singaporean age 40 & above

SkillsFuture Enterprise Credit (SFEC)

Eligible Singapore-registered companies can tap on \$10,000 SFEC to cover out-of-pocket expenses.

Visit this link for SkillsFuture Credit information

www.skillsfuture.gov.sg/sfec

SkillsFuture Credit

Eligible Singapore Citizens can use their SkillsFuture Credit to offset course fee payable after funding.

Visit this link for SkillsFuture Credit information

www.skillsfuture.gov.sg/initiatives/mid-career/credit

Fee Details

Self-sponsored Individual

www.skillsfuture.gov.sg/funding-individuals

Employers

www.skillsfuture.gov.sg/funding-employers

Register Today!

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Entrepreneur Leadership Institute



[eli.academy.sg](https://www.instagram.com/eli.academy.sg)



ELI Academy

Trainers

Bernard Soo

Founder – Entrepreneur
Leadership Institute



- Bernard is an accomplished professional with over 17 years of experience in the banking and wealth management industry. For the past 7 years, Bernard has been serving high-net-worth individuals across the region in a frontline capacity, providing exceptional service and support. With over 10 years of senior management experience, Bernard has designed and executed successful wealth propositions and equities product management strategies.
- During his time at Standard Chartered Bank, Bernard served as Head of Wealth Proposition, where he was responsible for designing and implementing various propositions aimed at providing comprehensive financial planning services to clients. This included retirement planning, children education, legacy planning, and accredited investor propositions for high-net-worth individuals. Additionally, Bernard was the Head of Online Equities Trading platform, where he oversaw product management, business strategy, and online equities business management.
- At UOB, Bernard served as Head of Digital Wealth Proposition and was the Product Owner of UOB Roboadvisers, Simple Invest, and Simple Insure. He was also the Business Lead representing UOB in the MAS-driven Open Banking initiative, playing a pivotal role in driving the bank's digital transformation efforts.
- Bernard is also an active contributor to the CitaDAO DeFi Property Tokenising platform. He was previously an Executive Committee Member in the Singapore Fintech Association, representing the Fintech community in Singapore. With over 5 years of experience in Fintech providing consultation and product development, Bernard is an expert in emerging technologies, and he has been conducting outreach and training on these topics for the past 3 years.

Renee Chong

CEO – Entrepreneur
Leadership Institute



- Renee is a seasoned educator and policy maker with more than 16 years of experience in Singapore's education landscape. Her deep understanding of education policy, coupled with her strong leadership skills, makes her an invaluable asset to any organization.
- Throughout her career, Renee has held various key positions within the Ministry of Education, including Lead Manager in the Higher Education Policy Division and Head of Department for Integrated Curriculum in Junior College. In these roles, she led teams responsible for the development of innovative curriculum and educational policies.
- Renee's ability to manage teams effectively has allowed her to coordinate with different stakeholders in the education sector, including local and overseas industry partners, educators, parents, and students. By aligning curriculum and policies with the needs of the education sector and the future of Singapore, she has helped to shape a more dynamic and competitive education landscape.
- With her extensive experience as an educator and policy maker, Renee is adept at navigating the complex education policy landscape in Singapore. Her expertise and leadership skills make her a valuable asset to any organization seeking to develop innovative education policies and curriculum that meet the needs of students, educators, and the wider community.

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