

Course ID: TGS-2023040716

Win-Win Strategic Negotiation



ELIGIBLE FOR
SKILLSFUTURE
SUBSIDIES + CREDIT

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[View Workshop Dates](#)

Duration

Five Half—Days | 15 Hours

Training Format

Virtual - Zoom



Full Fee

\$981

*Net Fee

\$351*

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

Course Overview



Understand & Remember

- **Define** win-win negotiation outcomes and **identify** the different negotiation styles to use them appropriately.



Analyze and Apply

- **Examine** power dynamics in negotiation as it affects outcomes, build trust and manage conflict to win the negotiation!



Evaluate and Create

- Hands-on practice to ensure you know how to **analyze** and **strategize** for your negotiations.

Target Audience

- Individuals aged 21 and above.
- Diploma Holder.
- A minimum of one year's working experience

Proven Track Record

- 40% of participants have improved **BUSINESS RESULTS!**.
- Over 150,000 participants have benefited from our courses!

Assessment Method
Written Exam | Role Play

Technical Skills and Competency
Business Negotiation

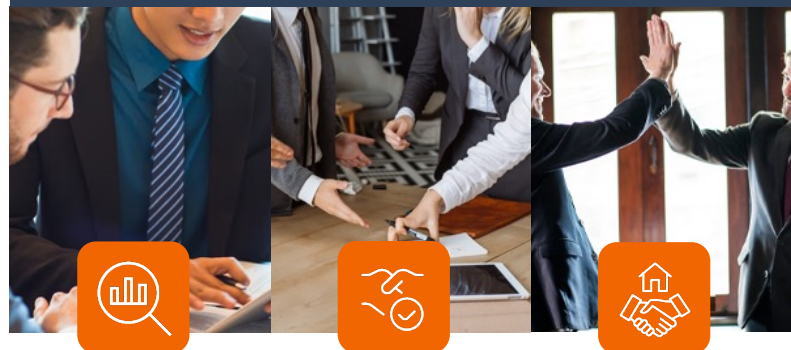
How can real estate agents effectively navigate the highly competitive market in Singapore to secure deals for their clients?

UNLOCK THE SECRET FORMULA

Close lucrative deals by being the chosen win-win negotiator.

Elevate Your Client Relationships and Close Lucrative Deals.

Learning Outcomes



Practical tips to strategise and execute a negotiation plan.

Establish trusting relationship

Increase rate of success in negotiation



More tools and tips to become the next top agent!

Other Sales Workshops Available:

- ✓ Prospecting and Engaging High-Net-Worth Individual
- ✓ Mastering High-Net-Worth Customer Relationships



Visit eli.academy for more info

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

Session 1	Session 3
10.00 AM – 1.00 PM	10.00 AM – 1.00 PM
<p>Introduction to Win-Win Negotiations</p> <ul style="list-style-type: none"> Welcome and Rules of Engagement Negotiation Challenges (Facilitator-Led Discussion) Negotiation Process: Plan >> Discover >> Negotiate Customer Acquisition Competencies Learning Objectives & Agenda Role Play: Luxury Car Concept: Win-Win Negotiation Framework Concept: Zone of Possible Agreement (ZOPA) Tool: Tradables Concept: Tactical vs Strategic Concept: Negotiation Styles – Competing; Collaborating; Accommodating; Avoiding 	<p>Assessment 1: Developing a Business Negotiation Plan</p> <ul style="list-style-type: none"> Importance and Best Practices of Written Plans Customer Acquisition Operational Plan
Session 2	Session 4
10.00 AM – 1.00 PM	10.00 AM – 1.00 PM
<p>Analyze Win-Win Negotiations</p> <ul style="list-style-type: none"> Role-Play: Selling a Refrigerator to an Eskimo Tool: Trust Formula Concept: Cultural Context in Negotiations Concept: Trilemma Tool: Questioning Loop Tool: Listening for Clues & Cues Summary of tools & concepts 	<p>Assessments 2: Implementing Business Negotiation Strategies</p> <ul style="list-style-type: none"> Negotiation Meeting Role Plays Role Play Feedback Session Workshop Conclusion
	Assessment
	10.00 AM – 1.00 PM
	<p>Written Assessments</p> <ul style="list-style-type: none"> Written Assignment Role Play <p>Feedback on Assessment</p>

Course Fee & Funding | *Funding valid till: 22-12-2025*

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
SC 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

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Entrepreneur Leadership Institute



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



ELI Academy

Principal 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.

Contact Us:

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 Entrepreneur Leadership Institute

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