



### DATES

April 24 - 25, 2020  
Friday - Saturday  
8:30 am - 4:30 pm

### PROGRAM FEE

Php 11,800.00 (Early Eagle Rate  
until Apr. 10)  
Php 12,800.00 (Regular Rate)

### HOW TO REGISTER Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

### Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

### Call

(+632) 840.2770

*Schedules and prices may  
change without prior notice.*

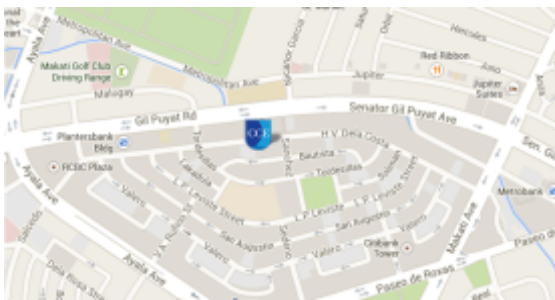
## Negotiation Skills: Deal or Deadlock

### Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

### Venue:

Ateneo de Manila University - Salcedo Campus  
3/F Ateneo Professional Schools Bldg.,  
130 H.V. Dela Costa St., Salcedo Village,  
Makati City, Philippines



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October 1, 2019



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

# Negotiation Skills: Deal or Deadlock

April 24 - 25, 2020

 CENTER FOR CONTINUING EDUCATION

The business environment where we operate and live in consists of an endless series of transactions. It is therefore necessary to have the skills, abilities, and attitudes to convince people to buy or accept our products and services. One of the skills needed is the art and science of negotiation. But what is negotiation?

United Kingdom's University of Kent says on its website that *persuading involves being able to convince others to take appropriate action while negotiating involves being able to discuss and reach a mutually satisfactory agreement.* Harvard Law School, on the other hand, defines it as *the process of discussion between two or more disputants, who seek to find a solution to a common problem, one that meets their needs and interests acceptably.*

**Negotiation Skills: Deal or Deadlock** will share with you an insight on what negotiation is all about. It will also include tips, strategies, challenges and pitfalls in negotiating.

## Negotiation Skills: Deal or Deadlock

### objectives

After the course, you will:

1. Get a clear and basic understanding of what negotiation is: Why and when to negotiate;
2. Learn and try to master the negotiation model process and implement it effectively by developing a negotiation plan;
3. Learn to watch out for ploys and tactics of negotiators and how to counter them; and
4. Build negotiation skills through practice and develop the core skills of an effective negotiator.

### who should attend

This course is designed for people involved in making deals and doing transactions which involve a lot of influencing and persuasion. This course will be more appreciated by senior sales personnel (key account managers/team leaders, supervisors, business managers, and executives) and even non-sales personnel, who have to deal with other persons, groups, or institutions and come up with resolutions .



### resource persons



**MR. ROGERICK FERMIN** is the General Manager of Concept Foods Marketing Corp, a company that manufactures and distributes Ulalamm, a ready to eat (RTE) brand or instant meals. He is also the Business Development Manager of Leysam Commercial, Inc. He has in-depth experience in developing and implementing selling systems and training programs in both local and regional levels. He has a proven track record in distribution management, setting up of trade channels, and business-building programs that yielded revenues and profits for various companies.

Mr. Fermin has a Bachelors degree in Economics from the Ateneo de Manila University.



**MR. RONALD ZIALCITA** has extensive experience in sales and distribution in the consumer goods industry, and the highlights of which have been on general sales management, sales training and development, and operations management of distributors.

His sales career had been with Procter & Gamble, starting as an ex-truck salesman, and from there he had increasing responsibilities in field sales management covering major wholesalers and the modern trade (key accounts). He further moved on to becoming Sales Training Manager for Philippines/Indonesia, and eventually Thailand.

He progressed through heading the sales organizations of Universal Robina Corporation, Sampoerna International, Sara Lee Philippines, Wella Philippines, and Unisell Corporation.

### program content

#### I. Negotiation skills

- A. Concepts and principles: What-why-how
- B. Types of negotiations
- C. Negotiation model: preparing negotiating reviewing
- D. Do's and don'ts in negotiations
- E. Ploy and counter-techniques
- F. Buyer styles: Know the enemy
- G. Core skills of an effective negotiator

#### II. Negotiation skills self-assessment questionnaire

#### III. Workshop: Developing your negotiation plan

#### IV. Role play: Pair and group

### complementary courses

#### Key Accounts Management

*October 17 - 19, 2019*

This course is designed to validate one's understanding of who and what these accounts really are, and thus enable one to effectively attend to these accounts so that they can always contribute to the company's well-being.

#### Distributor Management

*November 9, 16, & 23, 2019*

This course provides the learning of vital skills for managing a distributor as it is a vital route-to-market strategy component of a company. It goes through the process on how to assess the distributor's operational capabilities, help build its business, assist in managing its day-to-day operations, and monitor its performance for business results.