

# Body Language & Negotiation Techniques

A two-day workshop designed to equip unionists with the skills they need to read and interpret body language in negotiations



# Course Contents & Methodology

## Day One

### Body Language in Negotiations

- All it takes is SIX seconds
- What does your opponent see in your gestures
- Body language transmission in negotiations

### Awareness of Self

- The signals we send
- First impressions are lasting impressions
- Our posture, what it communicates
- Gesture clusters
- Dress and deportment
- Matching verbal communication to your advocate
- Matching and mirroring—strategies to rapport building
- Managing seating positions

### Awareness of Counterpart

- Interpreting body language
- Males & females how they differ in their body language
- Dominance, power
- Submission, nervousness
- Disagreement, Anger Skepticism
- Boredom, Lack of Interest
- Uncertainty, indecision
- Suspicion, dishonesty
- Evaluation
- Confidence, cooperation, honesty

### Body language Signals in Negotiation

- Relaxed postures
- Serious postures
- Evaluative postures
- Body positioning
- Showing emotions using non-verbal cues
- Impatience, urgency, frustration—non verbal signals

## Day Two

### Handling the Negotiation

- The Five Underlying Facts You Must Understand about Negotiating
- The Three Underpinnings of "Win/Win" Negotiating
- The Three Stages of Every Negotiation
- The Five Things That Make a Good Negotiator
- The Eight Kinds of Power
- How to Gather Information
- Five Characteristics of a Successful Negotiation
- Negotiating Gambits
  - The nibble
  - The hot potato
  - The higher authority gambit
  - The set-aside technique
  - Use of arbitrators to break deadlocks
  - Good Guy / Bad Guy
  - Feel, Felt, found Formula
  - Dumb is smart; smart is dumb
  - The printed word technique
  - The withdrawn offer
- Rules and Principles
  - Never say yes to first offer
  - Maintaining your "walk away power"
  - Making a big deal of any concessions you make
  - Position opponents to easy acceptance
  - Be the one who writes the contract
  - Make your offers low but flexible
  - Getting opponents to make the offer to you.
  - Letting time pressure to work for you.

# Trainer's Profile—Shareef Jaffar

Shareef has worked in senior General Management positions for a number of local and international companies in the hospitality and human resource development sector and has more than 27 years experience in industry. He was, till recently, the General Manager of the Nanyang Technological University Alumni. He also served as the General Manager of the Singapore Recreation Club during its developmental years and was instrumental in helping the club raise \$92 million for the redevelopment of the clubhouse within a record time frame. He also ran an international training and development consultancy operation for a large international group of companies and was a contracted consultant to various commercial education providers in Singapore and the region.

Shareef is a multi-disciplined professional holding professional certifications in Marketing, Business Administration, Administrative Management, International Advertising & Communications, Quality Management and Training & Development.

Shareef has extensive international training & development experience and has conducted developmental programmes in Singapore, Malaysia, Hong Kong, Vietnam, Thailand, Brunei, Philippines, Myanmar, Indonesia, Bangladesh, Taiwan, Uganda, Kenya, Dubai (UAE), Pakistan, Uzbekistan and India. He has been active in the training and development field for the past 22 years.

Some of the client companies for whom he has conducted developmental programmes include the Port of Singapore Authority, The Singapore Police Force, Motorola, FCB, Nokia (Thailand & Singapore) Singapore Institute of Labour Studies, Avaplas Ltd, Archives, City Hall (Kuala Lumpur), Informatics, Western Digital, Panalpina, Telerate, Behn Meyer (Malaysia), AIWA (Malaysia), Kejora Holdings BHD. Malaysia), Neptune Orient Lines, Singapore Council of Social Services, Singapore Government Staff Credit Cooperative Society, Management & Accountancy Development Centre (Kampala), FTMS, BICPA-FTMS (Brunei), CfBT (Brunei), Prudential Assurance, TCC Credit

Cooperative Society, Tourism Management Institute of Singapore, Singapore Zoological Gardens, Internet Appliance, Republic of Singapore Airforce, Merrill Lynch Customs Credit Cooperative Society amongst many others.

Shareef was an appointed Consultant to Nokia (SEA) Distribution Management Team and advised them on Franchising and Marketing Communication Strategy. He has also developed training programmes for the development of Nokia's Distributors in the region and worked closely with Nokia Academy for the development and delivery of the programmes in selected countries in the region.

Shareef was also a consultant to InWent, an organisation supported by the Federal Ministry for Economic Cooperation and Development, Germany for the IT@Coop Project and was the appointed consultant for Thailand, where he spearheaded a nationwide TNA project for assessing ICT competencies and training requirements for coops under the Credit Union League of Thailand.

Shareef works closely with the Service & Development Inspectorate, Singapore Police Force and has developed training programmes for the training of all front-line police officers in the Police Land Divisions.

Shareef leads an active public and community life. He did his national service in the Singapore Police Force, and held the rank of Superintendent of Police. He held key appointments as NS Commander, Central Police Division. For his dedicated Service to the Singapore Police Force, he was conferred the Pinkat Bakti Setia (Polis) by the President of Singapore during the National Day Awards in 2008. He serves in various committees, as a Councilor in the Tamils Representative Council, as a Director of TCC Credit Cooperative Society, TRC Multi-purpose Coop and Secure Guard Cooperative Society and as an Assistant Secretary General on the Governing Council of the Management Development Institute of Singapore. He is also a regular speaker at International Business Forums.