



**Training LBA**  
A division of Logistics Bureau ( Asia ) Limited

# Cross Culture Negotiation

## in Supply Chain & Purchasing

### 2- Day Workshop on 17-18 June, 2010

#### Landmark Hotel, Bangkok

**Attend this 2-day interactive workshop and gain insight into Best Practices and Case Studies on how to manage your negotiations successfully.**

### Learning objectives

- Learn about the method of Principled Negotiation
- Understand the Negotiation Process and Structure
- Know how to define your negotiation Objectives and Target
- Recognize the Technique/Tactics and Styles used in negotiation
- Be aware of the special issues related to Cross Culture negotiation
- Form up a practical 'Tool Kit' for yourself

### Who should attend?

Management from all commercial and industrial sectors who want to sharpen their business negotiation skills for improved business results in Supply Chain and Purchasing areas. These include:

- Senior Management or Directors
- Logistics / Supply Chain Managers
- Purchasing or Procurement Managers
- Outsourcing Managers
- Contract Managers
- Project Managers
- Business Development Managers

**Note :** The workshop will be conducted in Thai and English. Teaching methods will include Role Play, Case Study and Interactive Discussions.

### The Venue:

**The Landmark Bangkok Hotel** (138 Sukhumvit Road, Bangkok, Thailand) is a top-quality conference venue conveniently located close to the Nana BTS Station on the South side of Sukhumvit Road. Delegates traveling in daily are encouraged to use the BTS Skytrain in order avoid delays due to rush-hour traffic.

**Car parking** is available at the hotel and is free to delegates attending the workshop on presentation of a stamped Car Park ticket.



**Logistics Bureau Asia**

The training is organised by **Logistics Bureau (Asia) Limited**, a company that provides experienced and well qualified business consultants who have specialised in the area of Supply Chain and Logistics consultancy. So we fully understand broader business strategy and the role of Supply Chain and Logistics in supporting it. We are based in Australia and Asia.



## Workshop Outline

### Introduction

- Where and how Cross Culture Negotiation takes place in Supply Chain & Purchasing

### The Principle of Negotiation

- Positional Bargaining comparing with Principled Negotiation
- Defining Objectives and Targets
- The Heart of Negotiation

### The Negotiation Process

- Planning stage / Preparation
- Dealing stage / The Negotiation Meeting
- Closing stage / Agreement
- Appraising stage / Follow-up and Lesson Learned

### The Planning stage / Preparation

- Market Analysis and SWOT Analysis
- Generating trade-offs in a negotiation
- Understanding different style of people

### The element of Negotiation

- Time
- Restriction
- Information
- Power

### The Dealing Stage / Negotiation Meeting

- Opening
- Active Listening and Effective Questions
- Observing body Language
- Proposing
- Bargaining

### Techniques and Tactics

- Learn about common techniques and popular tactics
- Recognize your own style

### Strategy and Style

- Do we need a negotiation strategy?
- What is your negotiation style?

### Closing Stage and Appraisal Stage

- Agreement
- Follow-up of Implementation
- Evaluate negotiation performance

### Developing your own tool kit

- Summarize all learning into mind mapping
- Case Study

### Cross culture negotiation

- Why understanding different cultures is important?
- How culture affects a negotiation
- Dominant Value of culture

### Different cultures & negotiating styles

- Meeting, Time, Venue & Seating
- Approach and Inter-personal Relationship
- Speaking, Listening, Silence, Body Language
- Yes/No, Dealing and Compromising
- Negotiation Team and Decision Making Process
- Closing and Contract
- Others, e.g. Formality, Sense of humor, Gift, Disgrace, Courtesy, Hospitality, etc.

### Note

It may be necessary for reasons beyond control, to change the content and timing of the event, speaker or venue. Every effort will be made to inform the participants of the changes. The teaching methodology comprises participative lectures and is interactive in nature which will involve participation from attendees. So, notwithstanding the proposed outline above, the programme may not necessarily be conducted in exactly the same sequence or duration for each topic.



## About Your Trainers

### PRAPAS CHINSKUL



#### Qualifications

- Master of Management  
Sasin Graduate Institute of Business  
Administration of Chulalongkorn University
- Master Engineering Sciences (Industrial  
Eng.) University of New South Wales,  
Australia
- Chulalongkorn University: Industrial  
Engineering

#### Industry Experience

- Logistics and Supply Chain Management in  
FMCG and Food Manufacturing
- Purchasing and Export Sales Management
- Contract Manufacturing and Outsourcing
- The above includes 20 years experiences at  
senior management levels of international  
companies

#### Consultancy and Training Experiences

- Materials and Inventory Management
- Logistics and Supply Chain Management
- Business Negotiation in Supply Chain
- Qualified Trainer of the Chartered Institute  
of Purchasing & Supply, UK

#### Guest Speakers

- Thammasat University, Industrial  
Engineering
- National Institute of Development and  
Administration (NIDA)

### GUNNAR LINDH



#### Qualifications

- Gunnar has for more than 15 years in a  
number of corporate roles managed  
numerous negotiations, closed many  
agreements, learned some costly lessons,  
and gained a lot of international negotiation  
experience.
- Has managed major negotiations of  
international outsourcing contract as well  
as in local sales, procurements, and  
projects.
- Worked and lived in Scandinavia, Africa,  
Asia, and North America
- BBA - Bachelor of Business Administration  
Entrepreneurship and Small Business  
Management, Linnaeus University, Sweden

#### Industry Experience

- IS/IT
- Logistics
- Pharmaceuticals
- Tourism and Travel
- Retail and Wholesale
- Services and Consultancies
- Manufacturing and Production

#### Consultancy and Training Experiences

- Interim management in sourcing
- Supply Chain and Logistics Consultant

# Registration Form



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## Cross Culture Negotiation in Supply Chain & Purchasing 2- Day Workshop on 17-18 June, 2010 Landmark Hotel, Bangkok

Please complete this form and fax to  
**+66 2 277 2869**

Fee/Delegate (THB)	Early Bird (10% discount for payment by 31 May, 2010)	Normal Booking
Fee	22,500	25,000
+ 7%VAT	1,575	1,750
- 3% Withholding Tax*	(675)	(750)
<b>Total Paid</b>	<b>23,400</b>	<b>26,000</b>

### This covers:

- 2 days tuition
- Full set of documentation
- Certificate of Attendance
- Morning and afternoon refreshments
- International Buffet Lunch

**Send two or more delegates to qualify for a 10% discount.**

\* Withholding Tax deduction is applied for a Thai-registered company only.

**Our Tax ID No : 3 030 274 397**

### Methods of Payment:

**1. Crossed Cheque** made payable to:

Logistics Bureau (Asia) Limited

Please send to:

148 Soi Inthamara 22

Sutthisan Road

Dindaeng, Bangkok 10400

Thailand

**2. Telegraphic Transfer** to the account of:

Logistics Bureau (Asia) Limited

Siam Commercial Bank Sutthisan

Branch

Account No: 021-253887-3

Swift Code : S I C O T H B K

**Note : Please note that payment are required with registration and must be received prior to the course to guarantee your place.**

Course Title : \_\_\_\_\_

Company Name : \_\_\_\_\_

\_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

### Attendees:

Name : \_\_\_\_\_ Position : \_\_\_\_\_

Name : \_\_\_\_\_ Position : \_\_\_\_\_

### The invoice should be directed to:

Name : \_\_\_\_\_

Organisation : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_

Email : \_\_\_\_\_

Authorising Manager : \_\_\_\_\_

Position : \_\_\_\_\_

### Signature & Company Stamp :

### Cancellations & Substitutions

All cancellations must be made in writing. If cancellation is received 2 weeks before the event, you will be entitled to a 50% refund. Due to contractual commitments, no refund will be made for cancellation within 2 weeks before the event. However, a complete set of documentation will be sent to you. Substitutions are welcomed at anytime.

For further administrative enquiries, please contact Khun Prapas at:

Tel : +66 2 277 3071 Fax : +66 2 277 2869 Email : [prapas@logisticsbureau.com](mailto:prapas@logisticsbureau.com) Website : [www.traininglba.com](http://www.traininglba.com)

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