



Training LBA
A division of Logistics Bureau (Asia) Limited

Business Negotiation in Logistics and Supply Chain

2 – day workshop in Thai language

March 19-20, 2009 at Landmark Hotel, Bangkok

Attend this 2-day interactive workshop and hear Best Practices and Case Experiences on how to manage your negotiation successfully.

Learning objectives

- Learn about the method of principled negotiation
- Understand the Negotiation Process and Structure
- Learn how to set up negotiation objectives and target
- Recognise the tactics and styles used in negotiation
- Be aware of the special issues related to cross culture negotiation

Who should attend?

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

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

Note :

The workshop will be conducted in Thai and English.



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. We are based in Australia and Asia.

For further administrative enquiries, please contact Khun June or Khun Prapas at:
Tel : +66 2 277 3071 Fax : +66 2 277 2869 Email : prapas@logisticsbureau.com Website : www.traininglba.com
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Workshop Outline

Session 1 : Introduction

- You can be a better negotiator.
- Overview of content and learning objectives

Session 2: The Principle of Negotiation

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

Session 3: The Negotiation Process

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

Session 4: The Planning stage / Preparation

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

Session 5: The element of Negotiation

- Time
- Restriction
- Information
- Power
- Role-Play

Session 6 : The Dealing Stage / Negotiation Meeting

- Opening
- Active Listening and Effective Questions
- Body Language
- Propose
- Bargain

Session 7: Tactics and Style

- Don't be a victim of their dirty tricks
- Learn about popular tactics
- Getting to know your own style
- Role-play

Session 8: Closing Stage and Appraisal Stage

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

Session 9 : Cross culture negotiation

- Why understanding different cultures is important?
- Example of different negotiating styles

Session 10 : Developing your own tool kit

- The benefits of having your own tool kit.
- Exercise
- Summary

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.

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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

- FMCG and Food Manufacturing and Logistics
- Purchasing and Export Sales
- Contract Manufacturing and Outsourcing
- The above includes 15 years experience at senior management levels of international companies

Consultancy Experience

- Materials Management of FMCG
- Inventory Management
- National Transportation Network

Guest Speakers

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

HUGH ALLEN MIEx

Qualifications

- Post – Graduate Diploma International
Business Development ARU Cambridge
- Member of the Institute of Export (U.K.)
- Affiliate member Chartered Institute of
Purchasing and Supply (U.K.)

Industry Experience

- International Sales Director Based in Singapore
and Indonesia (manufacturing industry)
- CEO Institute of Export (U.K.)
- International Trainer – Business Development

Consultancy Experience

- International / Export Business Development
for U.K. Government
- U.K. Training Course Development for the
Royal Thai Government Civil Service
- APEC Business English Skills Development
Programme

Specialist areas of expertise

- International Business and Trade
- Purchasing and Supply Chain Management
- International Business Development

The Venue:

The Landmark 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.

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Registration Form

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Fee/Delegate (THB)	Early Bird (20% discount for payment by 28 Feb 2009)	Normal 2 days course
Fee	20,000	25,000
+ 7%VAT	1,400	1,750
- 3% Withholding Tax*	(600)	(750)
Total Paid	20,800	26,000

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 another 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

3. Credit Card
Card Number _____

Card Holder's Name _____
Expiry Date ____ / ____

Signature _____

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

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

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.

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