

# About Your Workshop Leader

**Peter Nixon** is a consultant, facilitator, trainer, author and chartered accountant. Peter has gathered a wide list of accreditations for his work and recognitions including a M.Sc. from *Leicester University* (1994), an award from the *Hong Kong Management Association* and extended board memberships from various public sector bodies.

As creator of his highly popular *Star Negotiator Workshop* and author of *Negotiation: Mastering Business in Asia*, (published by John Wiley & Sons, Singapore, 2005) Peter's work in this area has taken him around the world and into an endless variety of situations and dialogues. His negotiations workshops are always specifically tailored to client situations which number close to 500 negotiations including internal, project management, sales, procurement, banking, claims, M&A, restructuring, distribution, hostage, government, bi-lateral and multi-lateral negotiations.

Peter is one of the leading negotiation consultants in Asia and follows his clients to the UK, North and South America, the Middle East and Africa. Peter is a lifelong student of negotiation and is preparing doctoral research for eventual academic recognition. His accreditations in negotiation include: articling as a Chartered Accountant in Canada, panel member of *The Hong Kong Mediation Council*, graduate of the trainer's section of *The Program on Negotiation at Harvard University*, advanced executive programmes in negotiation and change management at *INSEAD*, reading at the *Fielding Graduate Institute of Human and Organisation Development*, and several years of close cooperation with the founders of *ENS*, an international group of negotiation practitioners. Peter's *Star Negotiator Workshop* is the standard for several corporate learning and development programmes. His work extends to contract negotiation and the diagnosis of organisational resistance to change.

Peter Nixon has consulted to organisations and individuals in/from Canada, USA, South America, Caribbean, Switzerland, France, UK, Hong Kong, China, Taiwan, Singapore, Korea, Japan, Philippines, Malaysia, Thailand, Australia United Arab Emirates, Qatar and Africa. A partial client list includes the following organisations.

*Morgan Stanley, Merrill Lynch, JP MorganChase, Standard Chartered Bank, Citibank, DBS, HSBC, ABN-AMRO, Deutsche Bank, HK Telecom Nokia, Siemens, Intel, CISCO, Glaxo, Dow Corning, Kowloon Canton Railway Corporation, Cathay Pacific, DBS Land, Hong Kong Land, Ernst & Young, Shanghai University of Finance and Economics, Beijing University of International Business and Economics, University of Hong Kong, HK Hospital Authority, HK Trade Development Council, HK Independent Commission Against Corruption, Asian Development Bank, World Bank, DB City Management, Hong Kong Tourist Board, Australian Tourist Commission, Ritz Carlton, Westin, Swire Coca-Cola, Nike, Asia Pacific Breweries, Heineken, Carlsberg, Philip Morris, Johnson & Johnson, Alfred Dunhill, CBS/Sony, Philips, Eveready, Colgate-Palmolive, Disney, Warner Bros., Pepsi, ABB, British Steel, China Light & Power, Johnson Electric, Hong Kong China Gas, Shell, ExxonMobil.*

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## Government versus Private Sector Negotiations Workshop

5 – 6 Nov 2007, Furama Riverfront Singapore

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# Government versus Private Sector Negotiations Workshop

Create Optimal Outcomes and Build Productive Relationships

5-6 Nov 2007, Furama Riverfront Singapore



Workshop Leader:

**Peter Nixon**

International Consultant, Speaker, Trainer and  
Author of "Mastering Business in Asia – Negotiations"



Free to  
All Attendees  
(Worth US\$19.95)

"Peter is a well-known trainer and in this book, he explores the subtleties of working in Asia where from a Western viewpoint, things are simply different. His views are well supported with examples in the text and a comprehensive appendix of useful negotiation tools."

- Head of Internal Audit, Asian multinational with both public and private operations stretching around the world

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# Government versus Private Sector Negotiations Workshop

Create Optimal Outcomes and Build Productive Relationships

**“Government outsources contracts worth S\$2.1b to private sector.”**

- Channel News Asia, 8 Jun 2007

**“Singapore government IT spending to hit \$730m this year.”**

- Business Times, 27 April 2007

**“Singapore to spend S\$7.5b on goods and services in FY06.”**

- Channel News Asia, 25 Apr 2006

According to EnterpriseOne, “the Singapore Government, spanning across individual ministries, departments and statutory boards, buys goods and services worth about S\$10 billion each year.” Just like any other organisation, the Singapore Government buys goods and services. As can be seen from the headlines above, the amount involved is no paltry sum.

Having the government as your customer not only provides a steady source of revenue, it also helps enhance your credibility and reputation.

According to statistics, from 1 April to 31 December 2004, 90% of the 594 government tender contracts valued up to S\$100,000 each went to small and medium sized enterprises with net assets less than S\$500,000.

## What does this mean for the private sector representatives?

It pays to know how you can do business with the government. But the questions are:

- How do you get invited to bid on government contracts?
- How do you negotiate with the big ‘player’ /client like the government?
- What typifies a public sector negotiation, what are the challenges and how to overcome them?
- How do you define good business with the government?
- How do you win government contracts?

## What does this mean for the public sector (i.e. government) representatives?

With outsourcing becoming an ongoing trend and the government spending substantial amounts in the private sector, you would want to know:

- What to look out for when dealing with private sector vendors?
- How to attract good vendors to bid on government contracts?
- What tactics to use other than SIZE to get what you want from vendors?
- How to create effective partnerships and how do these defer from commodity purchases?
- How you build productive relationships with your suppliers?

If you want to know the answers to the above questions, then this workshop is for you. This pilot workshop has been specially designed for both public and private sectors negotiation representatives. This highly participation-driven and engaging workshop features *your personal negotiation style assessment, interactive discussions, networking, role-plays and open forum*. At the end of the workshop, participants can take away *useful concepts, effective tools, winning techniques and powerful tips* to implement immediately, with confidence and success.

## Workshop Objectives

The workshop has been tailor-made to provide participants with a unique opportunity to learn, share and network. It also creates a platform for participants to:

- Get an update on the best practices in negotiation;
- Facilitate discussion and resolution of issues faced in government versus private sector negotiations;
- Engage in role-play and obtain feedback for negotiations
- Learn how government versus private sector negotiations differ from government versus government or private versus private negotiations
- Find out what are the challenges and how to overcome them;
- Discover how to create optimal outcomes for both sectors; and
- Learn how to create synergy and partnerships.

## Who Should Attend

Senior managers from both public and private sector. Neither side will be allowed to outweigh the other by more than 60-40% thereby assuring a relatively even mix of participants. Maximum number of participants is 36 persons.

### Public / Government Sector

Senior Managers, Directors, Department Heads responsible for procurement of products and services.

### Private Sector

CEOs, General Managers, Directors and Managers responsible for Sales / Marketing, Business Development

It is highly recommended that more than one person from the same organisation attend this workshop so that practical elements can be worked on with a colleague(s). It has been proven that an organisation gains immeasurable extra value from this workshop when two or more officers sign up together. To encourage team participation, group discounts of 10% are available when you register at least 3 officers.

## Programme Agenda

### Introductions and Overview

- Key concepts of negotiation
- Attributes of Star Negotiator
- Stages of negotiation
- People-process-content
- Right outcomes (Rx6)
- Chopstick Negotiation – Identifying negotiation best practices - Exercise

### The View of the Public Sector

- Public Sector Discussions
- What typifies private sector negotiations (the government view)?
- Public Sector Culture - opportunities and weaknesses

### The View of the Private Sector

- Private Sector Discussions
- What typifies public sector negotiations (private sector view)?
- Private Sector Culture – opportunities and weaknesses

### Negotiation Preparation

- Preparing for government versus private sector negotiations
- What to look out for
- Role-play exercise
- Debrief

### Negotiation Style Assessment

- Knowing and understanding your own negotiation style
- What are the strengths and weaknesses?

### Participant Pre-work

Participants will be asked to complete an email questionnaire highlighting their background and challenges regarding government versus private sector negotiations. Your answers will be used to design case scenarios specifically for use in this workshop.

### Public Sector Negotiations – Challenges and Opportunities

- What to look out from when dealing with private sector vendors?
- How to attract good vendors to bid on government contracts?
- What tactics to use other than SIZE to get what you want from vendors?
- Partnering behaviours versus commodity purchases
- How to understand decision making in government?

### Private Sector Negotiations – Challenges and Opportunities

- Problems with the RFP process presented by government
- How to get invited to bid on government contracts?
- How to win government contracts?
- How to negotiate with such a big client i.e. government?
- How to influence committee members to vote for your consortium’s proposal?

### Diagnosis of Negotiation Style

- Negotiation style assessment results
- The motivational dialects of results, relationships and rationale
- The implications of motivation when negotiating
- Explanation of Conflict Sequence
- The results: by team and by public versus private

### Closing and Conclusion

- Open Forum
- Q&A Discussion of government versus private sector negotiations
- Dialogue assessment and plenary discussion
- Summary and evaluation
- Presentation of certificates

### Valuable Take-Away

Participants will receive:

- A signed edition of Peter Nixon’s Book, “Mastering Business in Asia – Negotiations”
- Two specially designed negotiation pocket cards
- Comprehensive training materials

## Testimonials

“The seminar on negotiation conducted by Peter Nixon proved to be particularly effective. I’ve acquired many tactics to negotiate win-win deals with my clients, staff, business alliances, suppliers and landlords. I’ve become more confident and communicative in conducting my daily business.”

- A+ magazine, HK Institute of CPAs, December 2006

“I wanted to thank Peter Nixon for leading the Negotiation Skills session. I found it to be extremely useful. It was a good training course and was well executed. My partners shared the same feeling.”

- Senior level participant, Korea, September 2006

“Peter, thank you very much for the informative and stimulating workshop and, in particular, your inspiration. The workshop provides many pragmatic and useful tips which I believe every participant will find useful for the negotiation in the days to come.”

- Partner, International Law Firm, Hong Kong, March 2006

“Just wanted to provide a quick follow up to Peter’s training over the last 2 days. I think we all found it very beneficial and enjoyable. It was well worth spending two days on and I will certainly tell those who missed.”

- Senior Banker, United Kingdom

“Peter Nixon’s ‘Negotiation Skills’ course received extremely positive feedback. Some participants said the content of the course was interesting, stimulating and very interactive. Others said Peter’s presentation was excellent.”

- The Law Society of Hong Kong

“The delivery was lively and to the point with examples relevant to our negotiation situations. Some tough questions were well-handled and the audience appreciated the insights brought by the highly experienced facilitators. They established rapport quickly. Many participants commented that they wished we had commissioned a longer session.”

- Partner, Big Four Accounting Firm, Hong Kong