



# EFFECTIVE BUSINESS NEGOTIATION IN PB

IBF Standards – Wealth Management

29 JAN 2021 | 9AM - 6.30PM | 8 IBF-STTS TRAINING HOURS

In Private Banking, relationship plays a pivotal role in securing and expanding businesses with clients. The ability to negotiate well will enhance this relationship further and give the banker greater opportunities to engage the client effectively. Asking the right questions, listening well and working as effective business partners to the clients will engender trust and build sustainable win-win solutions.

This course will enable participants to understand personal negotiation preferences and orientations. RMs will learn how to plan for negotiation by developing systematic approach and plan, while gaining confidence and techniques to negotiate effectively face to face. They will learn the importance of adhering to regulatory standards in negotiation with clients in order to deepen trust and build long-term client-centric relationships.

## TARGET AUDIENCE

- Relationship Managers in Private Banking

## LEARNING OUTCOMES

- Plan and prepare alternatives and outcomes for both parties in negotiations to support negotiation objectives
- Apply communication and conflict resolution techniques to achieve desired negotiation outcomes
- Finalise negotiation and take necessary follow-up actions to close negotiation
- Monitor and evaluate negotiation outcomes against objectives in accordance with organisational procedures

## COURSE OUTLINE

### **Perspective – Negotiation Principles & Positioning**

- What is Negotiation – Identifying Negotiation Process in Private Banking
- Distributive Negotiation vs Integrative Negotiation
- Context of Negotiation
- Guiding Principles to establish Win-Win Outcomes in Context of Private Banking

### **Planning – Objectives & Alternatives**

- Guiding Principles in Negotiation
- 3 Phases of Negotiation Preparation
- BATNA – What and How to establish your BATNA
- Elements of a Good Negotiation
- Roles & Responsibilities in a Negotiation Team

### **Standards: ZOPA, Regulations & Legislations**

- Identifying ZOPA and Context in Negotiation
- Legislative and Regulatory Bounds in Negotiation
- Legislative Bounds as a Standard for Fair Criteria

### **Process & Negotiation Techniques**

- Drafting a Negotiation Plan
- 4 Points Practical Negotiation Process
  - Negotiation Tactics
  - Communication Techniques
  - Conflict Management
  - Setting Objective Criteria: Using Relevant Precedents.

### **Bargaining & Problem Solving leading to Closing**

- Practical Steps to Decision Making leading to Agreement
- Closing & Arriving at Agreement
- Two Useful Closing Techniques
- Follow Up in Negotiation – A Closing Approach / Beyond Closing

### **Assessment**

## IBF STANDARDS

This course is designed to meet the following Technical Skills & Competencies (TSC) in Skills Framework for Financial Services:



This programme has been accredited by The Institute of Banking and Finance (IBF) under the IBF Standards.

<b>Occupation</b>	: Relationship Management
<b>Job Role:</b>	: Relationship Manager – Private Banking
<b>Technical Skills &amp; Competencies (TSC)</b>	
	• Business Negotiation (Level 4)

### IBF-STTS

This programme has been accredited under the IBF Standards, and is eligible for funding under the IBF Standards Training Scheme (IBF-STTS), subject to all eligibility criteria being met. Candidates are advised to assess the suitability of the programme and its relevance to participants' business activities or job roles.

Find out more on [www.ibf.org.sg](http://www.ibf.org.sg)

### ABOUT THE IBF STANDARDS

The IBF Standards are a set of competency standards for financial skills. These Standards are developed in partnership with industry leaders and provide a professional development and skills roadmap for financial sector practitioners to excel in their respective job roles. They currently cover 12 industry segments in the financial sector.

### ABOUT THE INSTITUTE OF BANKING AND FINANCE SINGAPORE

The Institute of Banking and Finance Singapore (IBF) is the national accreditation and certification agency for financial industry competency in Singapore under the IBF Standards. Find out more on [www.ibf.org.sg](http://www.ibf.org.sg)

## ABOUT SALMON THRUST

Founded in 2004, Salmon Thrust is committed to delivering real-world banking and financial training to professionals working in banks, corporates, government agencies, and other financial institutions.

Based in Singapore, we offer our clients in the region a broad range of up-to-date financial topics, delivered via classroom training and e-learning. Our courses range from foundational programmes for new entrants, right through to the most complex and current topics in the industry.

At Salmon Thrust, we are attentive to our clients' diverse learning needs. We identify relevant courses to bridge the learning and skill gaps, empowering our clients to make better decisions and bring real value to both their customers and organisations.

65 Chulia Street OCBC Centre Level 46 Singapore 049513 | T (65) 6323 0768 E [email@salmonthrust.com](mailto:email@salmonthrust.com)

# REGISTRATION FORM

## Effective Business Negotiation in PB

29 January 2021

### Course Fees (Only 1 discount scheme is applicable at one time)

**S\$1,080 (10% Early bird discount - For registrations before 29 Dec)**

S\$1,200 (Regular price - For registrations after 29 Dec)

### Delegates Information

Name: (as in NRIC or Work Pass)

Department:

Job Title:

Phone: Handphone:

Email:

Gender: Male Female Years of working experience in Private Banking:

Residential Status: Singaporean Permanent Resident Foreigner

Based on your birth year, are you 40 years old and above?: Yes No

### Company and Invoicing Information

Organization Name:

Office Address:

Invoice attention to:

Job Title:

Phone: Email:

### Approving Manager Information

Name:

Department:

Job Title:

Phone: Handphone:

Email:

\*Authorizing Signature

Name of Authorized Person

### Training Venue

All our courses are held online via the Zoom Video Conferencing tool. Instructions on using the tool will be emailed to you before the course date.

### Terms and Conditions

1. If the delegate is unable to attend, a substitute delegate is welcome at no extra charge.
2. Salmon Thrust does not provide refunds for cancellations. Invoiced sums are payable in full within 30 days of the invoice date.
3. Salmon Thrust will provide full course documentation to a delegate who has paid but is unable to attend.
4. Salmon Thrust reserves the right to change the date, time and trainer due to factors outside of its control.
5. Salmon Thrust is not responsible for any loss or damage as a result of a alteration, postponement or cancellation of a course under any circumstances.

### Payment Method

For Crossed Cheques or Bank Drafts, kindly make payable to Salmon Thrust Pte Ltd and indicate your invoice number in your payment.

For Telegraphic Transfers, please make payment to the following:

### Account Number

501-747323-001

### Account Name

Salmon Thrust Pte Ltd

### Bank Address

65 Chulia Street, #01-01 OCBC Centre  
Singapore 049513

### Bank Code

7339

### Swift Code

OCBCSGSG

COURSE FEES EXCLUDES GST

\*Mandatory