



NEGOTIATION MASTERY

Strategies For Win-Win Outcomes

26-27 MARCH 2026 | 9.00AM - 5.00PM |
MEFA TRAINING CENTER, PJ

Course Overview

The objective of this course is to develop participants' ability to negotiate effectively while creating value for all parties involved. It aims to build a strong foundation in negotiation principles, strategies, and behavioral skills required for successful outcomes. Participants will learn how to prepare systematically, understand interests beyond positions, communicate with clarity, and manage conflict constructively.

The course focuses on collaborative techniques that balance assertiveness with empathy, enabling win-win solutions and long-term relationships. Through practical frameworks, real-life examples, and interactive exercises, learners will enhance their confidence and adaptability in negotiations. By the end of the course, participants will be able to apply structured negotiation strategies to achieve fair, ethical, and sustainable agreements in both professional and personal settings.

Who Should Attend

- Sales, Business Development
- Key Account Managers
- Procurement/Sourcing,
- Supply Chain Professionals
- Project /Program Leads
- HR/Talent Mgmt/ ER
- Finance, Commercial
- Contract Mgmt

Learning Outcomes

Participants will be able to :

1. Good readiness before any negotiation
2. Understand what both sides needs
3. Communicate and listen effectively
4. Find solutions that benefit everyone
5. Manage Nego differences professionally and confidently

Course Registration :



<https://forms.office.com/r/Cy5vJnTadb>



adminmefa@mef.org.my



03-7498 7242 / 016 - 254 1844



Course Structure

Time	Agenda – Day 1
08.30am	Registration
09.00am	M1: Foundations of Effective Negotiation
10.30am	Tea break
10.45am	M2: Understanding Interests & Positions
01.00pm	Lunch break
02.00pm	M3: Negotiation Styles & Mindset
03.30pm	Tea break
03.45pm	M4: Planning & Preparation for Success
05.00pm	End of Day 1

Time	Agenda – Day 2
08.30am	Registration
09.00am	M5: Communication & Listening Skills
10.30am	Tea Break
10.45am	M6: Creating Win-Win Solutions
01.00pm	Lunch Break
02.00pm	M7: Handling Conflict & Objections
03.30pm	Tea Break
03.45pm	M8: Closing & Sustaining Agreements
05.00pm	End of Workshop

Trainer Profile



Bob Lay is an experienced Digital Marketing and AI Trainer dedicated to transforming lives through education and digital empowerment. With over 25 years in media production and 9 years in digital marketing, he has supported hundreds of entrepreneurs and MSMEs in building sustainable, high-impact businesses within Malaysia's digital economy. His career began in media production, contributing to a landmark Malaysia-China interactive TV project backed by SoftBank International and Excite Japan. He later played a pioneering role in the launch of NTV7 and served as Head of Audio Visual at BERNAMA, working with major global brands such as P&G, Coca-Cola, Celcom, and SME Bank. His award-winning campaigns include P&G's "Gadis Bertudung Hijau." Certified under Alibaba Global Initiatives and Alibaba Cloud Academy, Bob integrates AI, digital entrepreneurship, and ecosystem thinking to help businesses scale globally. He is also an MDEC e-Usahawan Trainer, lecturer, and mentor passionate about preparing future-ready entrepreneurs for the AI-powered economy.

