

---

高效商務談判術 - 線上實戰訓練

**Business Negotiation Skills (Cantonese)**

---

**Date:** 21 April 2026 (Tuesday)

---

**Time:** 3pm – 5pm

---

**Mode:** Zoom

---

Course Outline

- Nature of Negotiation
- Negotiation Groundwork
- Negotiation Interaction
- Dealing with Difficult Counterparts
- Closing the Deal and Follow up

Speaker

**Ms Cindy Yu 余蕙芳女士**

Cindy possesses more than 30 years work experience with over 18 years in training and consulting to deliver different corporate training programs in the regions of Greater China, Singapore Taiwan Macau & Hong Kong. She has a highly successful track record in working with groups and facilitating learning, activities and interpersonal communication for all levels of participants.

Cindy focuses on customers' business challenges and provides strategically developed learning solutions that impact employees' performance in organizations, thus resulting in an increased competitiveness for customers. Her consulting services range from helping customers in diversified aspects of strategic direction to organization capabilities and effectiveness.

Prior to shifting her career to Training and Consulting, Cindy has been working in the Insurance and Financial Industry for more than 10 years, such as Citibank, Zurich Insurance Group, Principal, and Standard Life (Asia) Co. Ltd. Cindy was formerly the Head of Distribution Development Department in Standard Life Asia Co. Ltd. She assumed the role of a Senior Business Developer to achieve the yearly sales target, managing prestige clients, training and coaching activities for the front line sales persons. Besides, she was responsible for training and coaching all front line sales and also licensed in an Investment Advisor by the Securities and Futures Commission (SFC).

Cindy has also been working in the tourism industry. She was formerly a management executive overseeing the entire operation and front lines servicing, setting direction and strategies to penetrate the market segment of travel agents.