

Dr. Habib Chamoun-Nicolás



Over the past 22 years, Dr. Chamoun - Nicolas has been doing business development activities in diversified sectors, industrial, commercial, institutional, for the sales and marketing of services and products.

Among the companies he worked for are ICA Fluor Daniel, Brown and Root, Elf Aquitaine.

Dr. Chamoun has trained thousands business professionals on a *Business Development Approach* on sales and negotiation and has conducted research on *How Mexicans Negotiate*.

Dr. Chamoun-Nicolas graduated from University of Texas at Austin and the Monterrey Institute of Technology and has participated in several special executive programs such as the Program on Negotiation at Harvard University and the Brazilian Seminar at the International School of Business at the University of South Carolina.

Dr. Chamoun has also been invited as a guest speaker at the Thunderbird School of International Business in the MIMLA program, also at MBOC at the University of Texas, PANAM, UT Dallas, and the University of Houston on Business Development related topics. He is the author of the books: "Desarrollo de Negocios", in its 3rd edition and "Trato Hecho-Guía para una Negociación sin Fallas" 2nd edition and *Deal 3rd edition*.

Dr. Chamoun is the founder of Global AZEZ and Key Negotiations, LLC. Key Negotiation's mission is to bring all possible resources to help our clients develop their business in the Spanish speaking countries through workshops, seminars, simulations and consulting services.

A partial list of his commercial and industrial clients includes: Panatronic, Halliburton, Dynasol (Repsol / Grupo Desc), AMECO (equipment branch of Fluor Daniel Corp), Telmex, Telcel, Axtel (Bell Canada), Maxcom, Sears, Banorte, Banrural, Jugos del Valle, USA, Bimbo Snacks, USA, T-Systems International, AMECO (equipment branch of Fluor Daniel Corp), AIT Group Mexico, Baxter, Grace Davison, RSM BEPAM, Santa Marina y Esteta Abogados, Henkel, Celanese, Procter and Gamble, HEB supermarkets and others.

Dr. Chamoun has participated in his professional career with other clients such as: Pemex, ADNOC, Du Pont, Celanese, Indelpro (Alfa -Royal Shell Oil), Texaco, Mobil Oil, Philipps 66, Baxter, Procter and Gamble, Nemak, Lithonia Lighting, Acurrider, Oxford, Ford, Magma, LAB, FEMSA, Axtel, GE, Henkel, Lucent Technologies.

Participants to Dr. Chamoun's workshops come from different corners of the world. To mention a few: Austria, Australia, Barbados, Bermudas, Brazil, China, Colombia, Ecuador, USA, Finland, England, Ireland, Italy, Kenya, Mexico, Poland, Puerto Rico, Portugal, Switzerland, Jamaica, Norway, Venezuela, etc.

Excerpt Commentary on "Deal-Guide For a Flawless Negotiation" by Dr. Habib Chamoun-Nicolas

Dr. Chamoun-Nicolas has dealt with these topics all over the world. He is not only fluent in his examination of the relations between and among Mexicans and other Latin Americans, but also displays an acute sense of observations that are on target for others as well. His extensive experience in the area of negotiation has taken Dr. Chamoun-Nicolas to remote corners of the earth, although in each of these there is a genuine need for a good negotiation and a good result.

This book brings together those observations, which I have seen him offer to Beijing, China airport managers, as well as to Mexican businessmen in Houston. I have seen him negotiate in the Middle East and with Europeans in the oil business. I consider Dr. Habib Chamoun-Nicolas a true gentleman, who one day lectures at Monterrey Tech, or at Thunderbird Graduate School of International Management, as he might offer a presentation at a hotel in Jamaica, or Ecuador, or any European country. But more than a gentleman, he is a super negotiator, whose education harks to Texas and Harvard, and whose pearls of wisdom are at your fingertips in this marvelous book."

Dr. Rodolfo J. Cortina

Professor & Director of the Center for the Americas. Vice President for Undergraduate Studies, University of Houston, Vice Chancellor for International Affairs, University of Houston System

Recent Speaking Engagements:

September 2003. Mexican Entrepreneurs. Yuma Arizona. **"The Differences and Challenges of Business Development between the U.S. and Mexico for Small Businesses"**

September 2003. CANACO, Mexicali, Mexico **"Negotiating with Other Cultures, Between Women and Men"**

October 2003. Universidad Autónoma de Honduras, San Pedro Sula. **"The Importance of Sales and Negotiation Skills for Engineers"**

October 2003. Sales Professionals Congress, Monterrey, México. **"How to Increase Your Power of Negotiation"** and **"Deal: Guidelines for a Flawless Negotiation"**

October 2003. Grupo Galvacero (Sales Force Seminar). Monterrey, México. **"How to Develop a Business Development Mindset"**

November 2003. University of Texas at Dallas, school of management, Cohort MBA Program and the Center for US-Mexico Studies, Dallas Texas. **"Management Negotiations between the US and Mexico"**

March, 2004. San Antonio, Texas. MEXCON, **How to Motivate your Employees to become Business Developers?**

March, 2004. University of Houston Videoconference with Monterrey TEC Communication Students, Houston, Texas, **Robust Negotiations**

March, 2004. Houston, Texas, **How to Sell and Negotiate Engineering Projects**

March, 2004, Cancun Mexico, **Hospitality and Negotiation**

April, 2004. Playa Del Carmen, México. **Business Development in the Hotel and Tourism Industry**

April, 2004. Cozumel, México. **Business Development in the Hotel and Tourism Industry**

May 2004 Hawaii, USA International Association of Business leaders” **Global Negotiations for Developing International Business”**

May 2004, CUDEC Tlanepantla Edo de Mexico “**Business Development for the Small and Medium Business”**

May 2004, **Guayaquil Ecuador “How to boost your sales” Seminar**

May 2004, Main speaker for the VIP Luncheon at the “Camara de Empresarios Latinos de Houston” CELH “**How to sale and negotiate with the big leagues”**

June 2004, Main Speaker at Expo Commerce in Muzquiz Coahuila Mexico Northern Region” “**How to diversified your business in a non associated natural gas rich region”**

August 2004, Main speaker at the Congress “**The new role of the salesperson today: Business Development”** Universidad Católica de Santiago de Guayaquil Ecuador

September 2004, “**Business Development Role in the Service Industry”** Los Cabos, Mexico

October 2004, “**How to be internationally successful at Sales”** Monterrey, Mexico

November 2004, “**Negotiation and Culture”** International School of Business, San Pedro Sula, Honduras

November 2004, “**How to sell in the big leagues”** Durango, Durango

December 2004, “**Beyond Closing the Sale”** First DHL National Sales Convention, Queretaro, Mexico

December 2004, “**How to sell and negotiate continuous education programs”** Monterrey TEC, Monterrey Mexico

January 2005, “**Latin American Business Culture and Negotiations”**, University of St Thomas, Houston, Texas

January 2005, “**How negotiate with difficult people and difficult situations”**, General Consulate of Mexico, Houston, Texas

Press Release-
"Negotiating Across Borders" Workshop
By Brian Edwards.

Harlingen, TX-October 2, 2003-Harlingen,TX. The Harlingen Country Club at 5500 EL Camino in Harlingen will be the setting on Tuesday October 22nd for an important workshop aimed at local businessmen and women who regularly cross the international border to conduct business and find culture and language differences etc inhibitor delay proceedings.. The purpose will be to examine the strategic area of international business negotiation by focusing primarily on issues and differences facing businessmen and women in Mexico and Texas.

The workshop will be a business development process simulation that will address the complicated issues of business negotiation and examine how the differences in culture, language, and practices can unexpectedly unravel seemingly promising opportunities. The workshop has been limited to forty participants with twenty

spaces reserved for each country (USA and Mexico). Breakfast, lunch and all workshop materials will be provided.

Dr Habib Chamoun-Nicolas, an authority in business negotiations will host the one-day workshop and will lead participants through the process of business negotiation between two different cultures, introducing new methods and mindsets that he has discovered over the years as a result of his research. This will include a series' of steps that include role-playing and learning Chamoun's four types of negotiation mindset exercises.

He explained that participants would learn tools such as profiling potential businesses, and importantly, their own competitors and will stress that being selective will allow them to concentrate their efforts on the most promising clients. All attendees will have an opportunity to evaluate themselves using Chamoun's proven techniques that promote a mindset for business development. This will allow attendees to determine if their skills and knowledge base are sufficient enough to add value to the process. They will learn about Chamoun's "Four Types of Negotiation Mindset" that he developed that are customizable to suit most areas of business negotiation.

Dr Habib stresses the importance of developing skills in "business across borders" and will discuss the wide range of different mindsets between Mexico and the USA and the significance of understanding how different cultures view things differently. The differences in attitudes and business behavior, the pace of negotiation and even verbal and non verbal communication are all factors that have direct effects on negotiation proceedings and the fruits they bear.

He added that he will reveal to participants entirely new concepts of vigorous negotiation methods and how to continually develop them by using their own initiative. They will acquire the crucial ability to develop winning proposals that are capable of satisfying both parties in bicultural business affairs.

Dr Chamoun, who is a native of Mexico and author of the book *Desarrollo De Negocios*, examines business development from a traditional Mexican perspective and a USA business approach. It has enhanced the ability of thousands of Mexican business executives and helped them better understand business practices that are prevalent in the United States and how to incorporate them into their negotiating skills. The book, which is in its third edition, is scheduled to be released next year in an English version that will explore business negotiations from an American view point.

The workshop is the fruit of a combined effort by the South Texas Minority Business Opportunity Committee (MBOC) and the Harlingen Chamber of Commerce.

Testimonials and References for Dr. Chamoun-Nicolas

HALLIBURTON

" I've taken several courses during my more than 20 years with Halliburton, many of them regarding Sales & Negotiation skills", understanding Customer behaviors, etc., but the one I've taken recently (3rd one in Mexico) with Dr. Habib Chamoun has proved to have several advantages over others of the kind, such as:

- "The course was designed, prepared, presented all by the same person, and most of all, was addressed in the Spanish language, a very important detail for those not totally fluent with the English language".
- "The amount of reading material, audio and video aids supporting this course, is abundant, high quality and very professionally put together."
- "Dr. Chamoun shows that he really knows what's he's dealing with, has ample life and work experience supporting his presentations."
- "He has a very strong ability to deal with multidisciplinary & cross cultural groups."

Roger J. Funes; Sr. Account Leader Halliburton- Mexico North

FLUOR DANIEL

"Habib is the ideal protocol for a young energetic salesman that will not give up until he gets results. Habib makes a point to get to know his clients and their needs and provides the necessary catalyst between the client and the contractor to close the deal. I have been most impressed with Habib's love and passion for sales and his ability to interact with his clients to quickly gain their trust and confidence." -*Tom Shary, Vice President, FLUOR DANIEL, IRVINE, CALIFORNIA*

GLOBAL STRATEGIES EXECUTIVE COACHING

“Habib Chamoun has a rare combination of intellectual curiosity and a passion and enthusiasm for his work that generates creative ideas and the drive to implement them effectively. Dr. Chamoun has leveraged his outstanding educational background, international business experience and systematic approach to achieving results to create a business development/sales methodology that is uniquely suited for the demands of global marketplace.” --*Jeff Zakaryan*, Founder and President, GLOBAL STRATEGIES EXECUTIVE COACHING, INC., DANA POINT, CALIFORNIA

UNIVERSITY OF TEXAS, CHEMICAL AND PETROLEUM ENGINEERING DEPARTMENT

“I recommend Dr. Chamoun as an outstanding example of an engineer, businessman and teacher.” -*Robert S. Schechter*, PhD, Professor of Chemical and Petroleum Engineering, UNIVERSITY OF TEXAS AT AUSTIN, GETTY OIL CHAIR

UNIVERSITY OF TEXAS, DEAN OF PETROLEUM ENGINEERING

“Habib is a wonderful person and I am sure he provides his students and clients sound, sincere advice.” - *Mukul Sharma. Ph.D.*, Dean of Petroleum Engineering, UNIVERSITY OF TEXAS AT AUSTIN

SPECIAL TALENTS

“I consider Habib Chamoun to be a person with high professional ethics who always exhibits very high regard for the people he is working for and working with. He is intelligent and has a good comprehension of the industries and the businesses he is serving. His strong trait is his ability to relate to business clients and quickly understands the troublesome issues that they face in a highly competitive marketplace. He possesses vision of the parameters that influence market direction and is skilled in assisting clients redirect their efforts with positive business results.”-*Chick Kratzer*, President, SPECIAL TALENTS INC., HOUSTON, TEXAS

T-SYSTEMS INTERNATIONAL

As a past participant in Dr. Habib Chamoun's courses, I can attest that materials and concepts presented have helped me tremendously in my activities as a District Sales Manager in Mexico. Dr. Chamoun has excellent insight into the needs of the modern day sales executive and masterfully conveys the view of long-term relationship management. The Chamoun method has helped me to develop long-term customer relationships that will endure the test of time and will serve to cement mutually advantageous conditions for years to come for my Company and its customers.

Dr. Chamoun succinctly describes the sales environment and how to foster robust negotiations that not only bring results, but also customize business relationships based on the situation at hand and the needs of each party. Chamoun champions cross-cultural negotiations and the importance of knowing each party's needs and expectations. I highly recommend “DEAL” to those wanting to develop a strong sales force that can bring solutions to the table and added value instead of just focusing on methods where the price of goods sold is the only strategy to close the sale”. - *Mario Perches*, District Sales Manager-Norte T-Systems International, McAllen, TEXAS

QUALITY CONTROL SERVICES

I enjoyed Chamoun seminar very much, especially the role playing for practice and his comments about negotiation styles between cultures. I did not realize previously that I had such problems and insecurities in being the Seller! I am a great Buyer and Shopper.

Carol Chen
Senior Assistant to Chairman
Quality Control Services, Ltd.
Edmonton, Vancouver Canada