

# Negotiation SKills

11 July 2025 10:00 AM - 11 July 2025 05:30 PM

## Brief Overview:

- Understand the significance of effective negotiation.
- Learn when and how to negotiate during customer interactions.
- Navigate negotiations in both one-on-one and group settings.
- Recognize the role of attitude in negotiation.
- Develop winning long-term negotiation strategies.

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## Session content:

- Definition and Concept of Negotiation
- Persuasive Communication and Creating Dialogue
- Types of Negotiation: Distributive, Integrative, Compromise
- Negotiation Attitude and Mindset Management
- Essential Skills for Negotiation: Listening, Analytical, Assertiveness
- Fundamental Processes and Powers of Influence
- Preparation Techniques: MDO/LAA/WOP/BATNA/ZOPA
- Trading Concessions and Negotiation Strategies
- Personal Action Planning

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## For Whom:

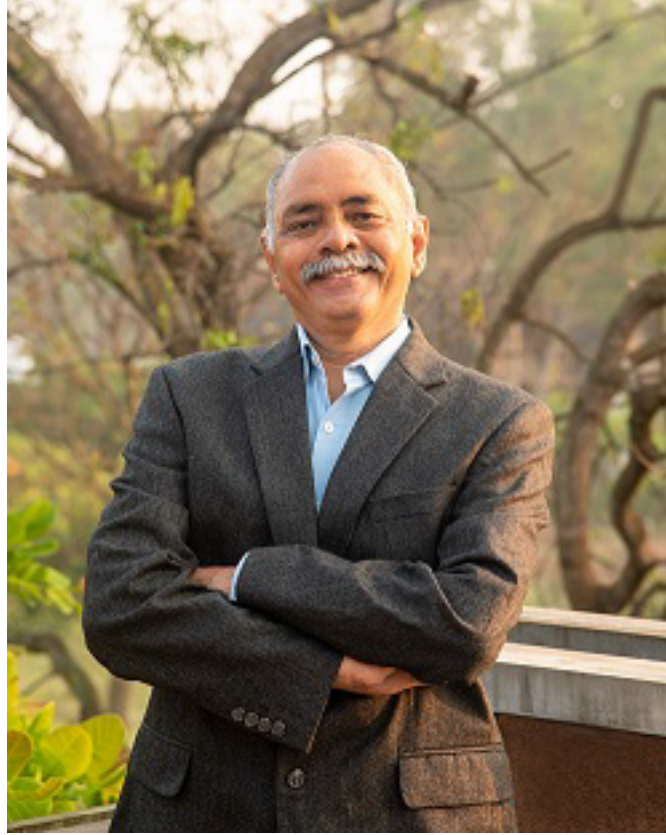
- Sales Professionals
- Customer Service Representatives
- Procurement and Supply Chain Managers
- Project Managers
- Business Owners and Entrepreneurs
- Marketing and Sales Professionals
- Legal Professionals
- Human Resources Personnel

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## Key Takeaways:

- Equip yourself with the knowledge and confidence to provide impactful feedback.

## Facilitator profile:



**Mr Achal N Rangaswamy**

- Achal Rangaswamy is a veteran Sales and Marketing Professional.
- He completed his Post Graduate studies from Delhi University, and is an Alumnus of the prestigious St Stephen's College.
- On the professional front his last assignment was as President- Marketing with Bell Ceramics Ltd.

Earlier he had been associated with top brands like Avery, Nelco, Xerox, USHA and Amtrex-Hitachi.

- Rangaswamy was conferred the AMA - ZyduS Cadila Marketing Man of The year Award, instituted by The Ahmedabad Management Association. He is an author of 5 books, on subjects like building a fulfilling career, managing time, and success in Selling.
- He has travelled over 250 thousand km on his Enfield Bullet Bike.
- He delivered a Tedx talk at IIM-Raipur in 2017 on the topic Discovering the Joy of Selling.
- Achal Rangaswamy is now a highly respected Marketing Advisor and Sales Coach, who also helps professionals discover and upgrade themselves by not just making a living but Making a Life.
- He has guided thousands of professionals from organizations as varied as Amul, Sintex, Hitachi, St Gobain Glass, Cera, Indian Oil, Wagh-Bakri, Tata Teleservices, Voltas, BHEL, Shapoorji Pallonji, and the TVS group.
- He has also carried out many programmes for service based organizations like nationalized banks, insurance companies, and education providers.

## **Fee Details:**

- **Fee Details**
- Member amount : Rs 0.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :