Webinar: The Futuristic Manager's Playbook - Negotiation Without Giving Away the Store

01 December 2026 03:00 PM - 01 December 2026 05:00 PM

Brief Overview:

MMA's Flagship Webinar: The Futuristic Manager's Playbook - Negotiation Without Giving Away the Store: Winning Agreements While Protecting Value

Date : 01-12-2026, Tuesday

Time : 03:00 PM - 05:00 PM

Venue : Online - Zoom

A deal is almost closed. Then the prospect demands a discount.

Your team is occupied. But are they taking ownership?

Your calendar is full. But are you making progress on what matters?

Your quarterly targets are missed. Could you have seen it coming?

These aren't isolated management problems. They are interconnected challenges that demand sharper decisions, stronger leadership and better execution.

The Futuristic Manager's Playbook brings five critical management capabilities into focus through five standalone executive masterclasses.

From closing high-value deals and protecting margins to building accountable teams and anticipating business risks, explore the capabilities today's managers and business leaders need to stay ahead.

https://forms.gle/devb71eV66DPEqPz5 **- REGISTER NOW!**

Session content:

- Winning business should not mean sacrificing profitability. Learn to navigate price objections, counter buyer tactics and negotiate agreements that protect business value.

What You'll Explore

- BATNA, target price and walk-away limits.
- Value anchoring and strategic positioning.
- Handling aggressive price and discount demands.
- Protecting gross margins without compromising relationships.

Practical Takeaway: Margin Protection Matrix

For Whom:

- **CXOs & Chief Executives** – Driving organisational strategy, business growth and overall performance.
- **Business Owners & Entrepreneurs** – Managing growth, profitability, customer relationships and business priorities.
- **Sales Directors & Sales Leaders** – Strengthening deal closures, negotiation capabilities and sales team performance.
- **Business Development Professionals** – Converting prospects into customers and building valuable business relationships.
- **Senior & Functional Managers** – Improving team accountability, execution and cross-functional performance.
- **HR & People Leaders** – Building leadership capability, employee ownership and a high-performance culture.
- **Department & Operations Heads** – Improving productivity, resource utilisation and operational outcomes.
- **Emerging Leaders & Management Professionals** – Preparing for greater responsibilities through stronger management and leadership capabilities.

Key Takeaways:

- **Close with Confidence**: Turn meaningful sales conversations into business commitments.
- **Protect Business Value**: Negotiate strategically while safeguarding profitability.
- **Build Accountable Teams**: Develop people who take ownership of outcomes.
- **Maximise Productivity**: Focus time and resources on high-value priorities.

- **Manage Proactively**: Identify emerging risks and take timely corrective action.

Facilitator profile:

Mr Achal Rangaswamy
Marketing Consultant & Sales Coach

With over four decades of Sales & Marketing experience and more than two decades as a trainer, facilitator and coach, Achal Rangaswamy has worked with thousands of sales professionals across India and abroad.

He has trained 15,000+ Sales & Marketing professionals through 75+ programmes conducted under the auspices of the Ahmedabad Management Association, Madras Management Association and Indore Management Association. His corporate training portfolio includes organisations such as Tata Motors, Indian Oil Corporation, Saint-Gobain, AMUL, SBI, Bank of Baroda and L&T Power, among many others.

A former President – Sales & Marketing at Bell Ceramics Ltd., Achal has also conducted extensive programmes in Leadership, Selling Skills, Communication and Time Management. He is the recipient of the AMA-Zydus Cadila Marketing Man of the Year Award (2008) and has authored four books.

He also delivered a TEDx talk at IIM Raipur on Discovering the Joy of Selling.

Fee Details:

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