

Programme on

# Commercial Negotiations for SALES

## Tools, Techniques, Strategies and Tactics

Friday, April 12, 2019 - 9.30 a.m. to 5.00 p.m.



**Venue:** Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad

Today selling has changed, salespeople have changed, the market place has changed and hiring people have changed only because Selling is becoming more and more challenging.

Selling is our major problem. To raise the science of distribution to the established level of science of production is the greatest single problem now confronting both business leadership and statesmanship. This cannot be done without a great deal of additional training in the field of salesmanship! The main stage in selling process is Negotiation.

Negotiation is an art, and to some extent today..... it is also a science. Not everyone is a natural bargainer and you should obtain formal training in analysis, preparation and tactics. Practicing bargaining and role play is a useful way of learning off the job.

Today, in a globalized environment, the difference between a company with trained skill in negotiation and one without, will certainly determine a company's sales turnover whilst profit making ability.

**PARTICIPANTS PROFILE:** The programme will benefit all executives and staffs from Sales, Purchase, Marketing, Logistics, and Distribution (direct or channel), Finance and Accounts from all types of businesses. A must for first time sales people.

### WHAT WILL IT COVER?

- Commercial Negotiation – Skills
- Difficult People and how to handle them
- Key steps to effective negotiation
- Overcoming Problems, Objection and Put-offs
- Moving from bargaining to Understanding / Agreement Process: Step-by-step
- Understanding Negotiation situation
- Strategies and Tactics
- Handling Customer's perception
- Body Language & using right words
- Attaining a win-win situation
- Handling Sales Objections & Price Objection

**METHODOLOGY :** Participative and interactive. Presentation, success stories, problem discussions and course material (one copy).

**FACULTY** : **Mr. A. K. Guha**, Ex-Business Development Director of Renoir Consulting, UK has served in the Indian industries for three decades. Other corporate he has served are Arya Communication (Motorola), General Electric-Alsthoms Ltd., Aplab Limited, Bright Brothers, etc. He has also served in the Middle-East. From Account Assistant to Vice-President- Commercial to Executive Director (Business development). He also headed EDP / MIS, HRD and Marketing Department.

**FEE** : Rs.1600 per participant inclusive of GST. Fees include course fee, cost of reading materials, lunch and refreshments. (Concession: 10% for members, 20% for patron members). The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

### Programme on Commercial Negotiations for SALES

April 12, 2019

**REGISTRATION FORM:** Please fill-in and return this form along with participation fee to:

**Ahmedabad Management Association**, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.  
Phone: 079-26308601-6 • Mobile: 9537407187, 7069940917 • E-mail: ama@amaIndia.org • Fax: 079-26305692  
Website: www.amaIndia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org • Website: www.amaIndia.org

Name(s)	Designation
1.	
2.	
Organisation:	
<b>GST No.:</b>	AMA GST No.: <b>24AAATA 5881D1Z0</b>
Address:	
	Pin Code:
Phone:	Mobile:
E-mail:	<input type="text"/>