

Programme on  
**Commercial Negotiations for  
 Value-added Purchase**



*.....a practical approach*

**Saturday, April 13, 2019 - 9.30 a.m. to 5.00 p.m.**

**Venue :** Torrent-AMA Management Centre, Core-AMA Management House  
 ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.

**WHAT WILL IT COVER:**

**Morning Session :** •Commercial Negotiation - *Skills* Strategies and Tactics  
 •Empowerment  
 •Key steps to effective negotiation  
 •The Understanding / Agreement Process: Step-by-step  
 •Overcoming Problems, Objection and Put-offs

**Afternoon Session:** •Step-by-step approach to Purchase Negotiation  
 •Various Tactics for 'Knocking down the lowest price.'  
 •Value Added Purchase  
 •Introduction to Global Negotiation

**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 Value-added Purchase April 13, 2019**

**Registration Form:** Please fill-in and return this form along with participation fee to:

**Ahmedabad Management Association**, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

Phone: 079-26308601-5 • Mobile: 9537407187, 7069940917, 7203030990

Fax: 079-26305692 • E-mail: ama@amaindia.org • Website: www.amaindia.org

Android Mobile App: AMA-Ahmedabad amaIndia.org

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