

Workshop on

Learn Skills, Competencies & Techniques of Effective Negotiations -

Become A Professional Negotiator

Thursday, January 24, 2019 • 9.30 a.m. to 5.00 p.m.

Venue : Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, ATIRA Campus, , Ahmedabad 380 015

This workshop is designed to enhance your effectiveness as a Negotiator at workplace and outside the work- place. You will become a better communicator, a better manager and a professional negotiator. The workshop is suitable for all managers from all departments/ functions. It will be interactive and include Role Plays, Video-Films & case studies.

Content:

- 1. What is Negotiations and what it is not ? 4-Fs & 4-Ps of Negotiations.
2. Profile of a Professional Negotiator:
a). Top 10 Qualities/ Attitudes/ Habits; b). Top 10 Characteristics of a Professional Negotiator
3. How to Prepare for Negotiations ?
a). Negotiations Menu / Check-list; b). Prioritizing Agenda; c).Setting Min-Max Objectives; d).Key Concepts: BATNA/ WATNA, ZOPA, WAP/ Reservation Price
4. Process of Negotiations- How Effective Negotiations Proceed ?
5. Communications Skills: Verbal & Non-Verbal, Use of NLP in Negotiations
6. Handling Difficult & Unreasonable Negotiators- Tough Customers, Monopolistic Suppliers: GRIT Technique, Separating Positions & Interests
7. Global/ International Negotiations: Special Aspects/ Issues
8. Create A Personal Improvement Plan (PIP) to Become A Professional Negotiator

Workshop Faculty: Mr Ashok Sharma, Bachelor of Technology from the Indian Institute of Technology (IIT, Delhi) and MBA from the Faculty of Management Studies (FMS). He successfully completed specialized programmes at the Wharton School of the University of Pennsylvania & the American Management Association, USA. He has been a visiting faculty at several management institutes and has conducted over 1500 seminars. He is a UN Certified and trained Trainer and has been practicing as a Management Consultant & Trainer for over a decade. He is the recipient of several awards; including a national award at the hands of Mr Pranab Mukherjee & Best Trainer Award from Chartered Institute of Logistics.

Earlier, he held senior positions and has corporate experience of 35 years in various senior positions as Vice President, Blue Star Ltd, President, Pidilite Industries Limited, Whole Time Director, Mather & Platt Ltd and Chief Operating Officer, TechNova Imaging Systems Ltd.

He is Former President of Bombay Management Association (BMA) & International Federation of Purchasing & Materials Management, IFPMM (now headquartered at UK).

FEE: Rs.1600/- per participant inclusive of GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "Ahmedabad Management Association".

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January 24, 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

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Name(s) Position

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Organisation:

GST No.: AMA GST No.: 24AAATA 5881D1Z0

Address:

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Phone: Mobile:

E-mail: [grid of boxes for email address]