



Interactive Workshop
Win Win Negotiations

Saturday, September 16, 2017 • 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 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 better negotiator.

The workshop is suitable for all managers from all departments/ functions.

It will be interactive and include Role Plays & case studies.

- Content : 1. What is Negotiations and what it is not ?
a. Profile of a Win-Win Negotiator: Top 10 Characteristics of a Negotiator
2. How to Prepare for Negotiations ?
a. Negotiations Menu / Check-list
b. Setting Min-Max Objectives
c. Key Concepts: BATNA/ WATNA, ZOPA, WAP/ Reservation Price
3. Process of Negotiations- How Effective Negotiations Proceed?
4. Communications Skills: Verbal & Non-Verbal, Use of NLP in Negotiations
5. Handling Difficult & Unreasonable Negotiators- Tough Customers, Monopolistic Suppliers:
GRIT Technique, Separating Positions & Interests
6. Global/ International Negotiations: Special Aspects/ Issues

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 service tax. 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".

Interactive workshop on Win Win Negotiations

September 16, 2017

Registration Form:

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

Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015,

Mobile: 9537407187, 7069940917, 7203030990 • Phone: 079-26308601-2-3-4-5

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