Celebrating 70 AMAzing Years

AHMEDABAD MANAGEMENT ASSOCIATION

VS Pandya Sahitya Mudranalaya – AMA Centre for Communication

NEGOTIATION EXCELLENCE FOR PROFESSIONALS

Great negotiation skills are a huge advantage in procurement. This lively, hands-on training gives sourcing and procurement professionals the practical strategies, mindset tools, and structured approaches they need to boost value, cut costs, and build better supplier relationships. It draws on trusted ideas like Principled Negotiation and key concepts such as BATNA (your best fallback option) and ZOPA (the range where deals are possible) to make sure you're thinking strategically. With real procurement examples throughout, you'll get both clear theory and real-world confidence. The full-day session mixes expert tips, role-plays, case studies, and exercises you can start using right away.

CONTENTS

- Live negotiation role-plays (you'll switch between buyer and supplier)
- Realistic supplier case studies
- Small group discussions and idea sharing
- Hands-on negotiation planning session
- Helpful templates, frameworks, and tools you can use right away
- Feedback from peers and the instructor
- Create an action plan you can apply in your day-to-day work

KEY TAKEAWAYS

- Strategic Understanding
- Practical Skills & Tools
- People Skills
- Real-World Application

FOR WHOM

This full-day program is built for procurement and sourcing professionals who want to level up their negotiation skills. You'll get familiar with key negotiation ideas and structured planning methods, and spend plenty of time in hands-on simulations that feel like real work situations.

PROGRAMME FACULTY

Ms. Gurjeet Kaur is a procurement professional with 14 years of experience managing supply chains of global automotive, energy leaders and wind energy with extensive knowledge of manufacturing process and program management. She has a proven track record of using business acumen, strong negotiation and analytical skills coupled with communication and organization skills to lead and deliver results to improve efficiencies and bottom line. She is currently spearheading change management initiatives at KK Wind Solutions (India), including the development of annual negotiation processes, implementation of a market intelligence platform, and establishment of contract management frameworks. Earlier, she has worked with reputed organizations like Schneider Electric, India and General Motors, India in the domain of Global Purchasing & Supply Chain.

Programme Date:
November 27, 2026

Duration:
Full Day

Time:
9.30 AM to 5.00 PM

Format:



Programme Fee:
INR 1,500 (Incl. GST)
Concession for Members 10%;
Patron 20%. (Lunch included)

Last Date to Register:
November 26, 2026

Register

For bulk nominations and enquiries, please reach us at:

Mr. Dishank Panchal
Sr. Manager – Programs & Development
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For enquiries and nominations, please reach us at:
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