



INDORE MANAGEMENT ASSOCIATION

Presents

Module III - Evolution of Excellence

Negotiations: The Art of Win-Win Deal Making

Saturday, June 11, 2011

We learn a lot from school, but the truth is that we usually learn a lot more outside of the classroom in the mean streets we call 'real life'. Theories are always presented in nice, neat packages. They often come with clean, sanitary examples to illustrate how the theory works in practice. Learning to be an effective negotiator is not that dissimilar either. A few of us read the books, fewer still take a theoretical course. It's not until you step up to the mark to negotiate that the really valuable learning starts.

Negotiating is the process of communicating back and forth, for the purpose of reaching a joint agreement about differing needs or ideas. It is a collection of behaviors that involves communication, sales, marketing, psychology, sociology, assertiveness and conflict resolution. A negotiator may be a buyer or seller, a customer or supplier, a boss or employee, a business partner, a diplomat or a civil servant. On a more personal level negotiation takes place between spouse's friends, parents or children. Most executives delight in upcoming business negotiating sessions with about the same enthusiasm as they do a root canal at their local dentist. Negotiate too hard and the deal is lost. If you're too timid then you will leave money on the table, which in today's economy is nearly as bad as losing. Effective negotiators need to handle on the goals and objective of the company.

Topics to be covered

- Introduction of negotiation and its importance
- Negotiation skills
- Types of Negotiation
- Process of Negotiation
- Handling difficult difficult Negotiator

Faculty for Workshop:

Mr. Shiv Kumar is associated with steel Industry since 1975. He joined Steel Authority of India Ltd. as Management Trainee and served in different position till 1996 when he resigned as Chief Business Manager and joined Pvt. Steel Sector. He has served large corporate steel sector companies in India & abroad. He mentored final year students of engineering from Moratuwa University, Sri Lanka, sharing skills of communications and leadership. He is also visiting faculty at IIM Indore, Institute of Commercial Practice-Delhi Govt. and National Small Industry Service Institute-Delhi on topics like-Project Management & Monitoring; International Trade and Leadership & communication. Currently he is President-Corporate Affairs, Indore Steel and Iron Mills Ltd.; Director-Laser Scanning System Pvt Ltd and Director of Inox Consultant and Management Pvt Ltd. which manages three Tata Wire Plants at Pithampur, Killa and Sri Lanka.

Date: Saturday, June 11, 2011

Time: 09:30 AM to 5:00 PM

Venue: Hotel Sayaji, Vijaynagar, Indore

Investment:

IMA Member
(Per Participant)

Rs.1800/-

Non-IMA Member
(Per Participant)

Rs.2200/-

** Service Tax will be additional*

For more details kindly contact: Mr. Rakesh Malviya - 9589613061

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