

# *Negotiation Skill*

## *Negotiating for Success*

**18<sup>th</sup> May 2019 – Mumbai - Hyatt Regency**

**20<sup>th</sup> May 2019 – Bangalore – Royal Orchid**

**22<sup>nd</sup> May 2019 – Chennai – Hyatt Regency**

**24<sup>th</sup> May 2019 – New Delhi - The Leela**

In today's world, Negotiation is a skill and no one can do without it. It would be fair to say that throughout the day we are involved in some form of Negotiation or the other. Whether it is in our work situation or in our personal lives, Negotiation is a continuous activity.

Sales and Purchasing professionals particularly need advanced Negotiation Skills to execute their responsibilities effectively. This programme aims at focusing on these skills with a view to improve them.

### **Objectives**

By the end of the day, participants will be able to:

- \* Understand the role of Negotiation in work
- \* Appreciate the various styles of Negotiation
- \* Understand the various phases of the Negotiation process
- \* Appreciate the importance and use of Personal Power
- \* Analyze their own Conflict Handling Styles in a Negotiation
- \* Practice their skills
- \* Make an Action Plan to make their Negotiations more effective

## **Contents**

* <b>Negotiation and its importance</b>	* <b>Styles of Negotiation</b>
* <b>Planning the negotiation</b>	* <b>Preparation checklist</b>
* <b>Exercise 1. Case study</b>	* <b>How to structure negotiations</b>
* <b>Personal power and how to increase it</b>	* <b>Exercise 2. Personal power</b>
* <b>Conflict analysis</b>	* <b>How to deal with Conflict</b>
* <b>Exercise 3. Conflict Mod Analysis</b>	* <b>Negotiating tactics</b>
* <b>Negotiating with a customer which you can't afford to lose</b>	* <b>The 40 most common mistakes in negotiation</b>
* <b>The closing stages</b>	* <b>Dealing with price</b>

### **Profile of Faculty**

**Mr. Kartik Raina Senior Management Consultant**

**( Trainer for Delhi session )**

An MBA from Jamnalal Bajaj Institute of Management Studies with a Specialization in Sales & Marketing, Kartik Raina has a total work and consulting experience of over nearly 45 years.

Mr. Kartik is Visiting Faculty at various Management Schools including IIM - Ahmedabad, IIFT, New Delhi, SP Jain Institute-Mumbai-Singapore-Dubai & Sydney campuses, IMT-Ghaziabad & Dubai, IBS-Hyderabad, IMI-New Delhi and the Amity Business School-NOIDA.

He also is a regular Guest faculty at the Lal Bahadur Shastri National Academy of Administration (LBSNAA), Mussoorie.

**On the domestic front**, having started with a 4 year stint with RHL (now Procter & Gamble), Kartik

spent over 14 years with GSK Consumer HealthCare in various Sales & Marketing assignments, culminating as the Head of All India Sales, along with country responsibility for Bangladesh. He then moved to Dabur as General Manager-Sales & Marketing with the task to professionalize the ways of working of the company. Having completed that, he was made in charge of the move to urban markets (nearly 70% of **Dabur's** sales were rural then) and was soon made **CEO of the Foods business**. Here he conceived and launched Real Fruit Juice.

**Internationally**, he has worked for Fareast Mercantile Company, Nigeria, heading their Consumer Division, which included handling negotiation & purchase of Stockfish (a dried form of fish) from Iceland, Norway, Faroe Islands & Greenland and then Branding & selling it. He has been the Executive Director of Hoechst West Africa, Nigeria. He concluded his International career in Colombo as the Managing Director of Bestfoods International (Unilever Bestfoods), looking after Sri Lanka & Maldives. From 2005 he runs his own training & consulting company called Learning Facilitators, focusing in the areas of Sales & Channel Management, Go To Market Modeling, Brand Strategy & Rural Marketing. He is closely involved with Consulting and training assignments in India, the Far East, China & Africa. He has managed a very diverse Client portfolio with his clients list including Abbott Nutrition (International)-India & Malaysia, Airtel, CHI Group, Nigeria, Danone, Singapore, Fonterra (New Zealand Dairy), Sri Lanka, Glaxo SmithKline Consumer HealthCare, India, China, Taiwan, Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam, Nigeria & Ghana, Hindustan Unilever (Rural Activation), Perfetti, VLCC, Del Monte, Kwalita Ltd, McNROE (Wild Stone), Canon, HCL, Neelkanth Kitchen Sinks, Radiohms Agencies Ltd. (Nuby, Glide & Nippo), Ruchi Soya Industries, Tata Chemicals, Coromandel Fertilizers, , Ambuja Cements, Premiershield, India Skills etc.

### **Mr. Nayan Marphatia - Management Consultant**

**( Trainer for Mumbai, Chennai & Bangalore session )**

Mr. Nayan Marphatia have a 30 years experience in the field of Soft Skills, Communication, Negotiation, Time Management, Acing Interviews and Group Discussions at the Institute of Chartered Accountants of India and Corporate. He used his vast experience with MNC's and Entrepreneurial Skills to help Executives achieve their professional and personal goals.

Mr. Nayan worked with several MNC's like Pizza Hut Mumbai, DHL, Arthur Andersen & Co, Wimco Ltd, RAS-KMK Lamipack Ltd (Swiss), Elf Lubricants India(France), etc. Mr. Nayan's few Key achievements are Trained over a 1600 professional in areas of Soft skills such as Interview preparation, Group Discussion, Interpersonal Skills, Communication and Public Speaking, Assertiveness and Negotiation Skills, Acquisition of the DHL Express Business in Pakistan, Buyout of DHL Agency Business in Bangladesh, Establishment of the "Pizza Hut" Brand in Mumbai from scratch – Including sourcing of Kitchen Equipment, Construction of new restaurants, Worked with McKinsey & Company to lay out the India Vision for the DHL Group.

He attended a Train the Trainer Program in Soft Skills - Bangkok, CFO/Finance Conferences in Germany for DHL, Graduated from the Asia Pacific Business Leadership Programme - Singapore, Scotwork Negotiating Skills – Bangkok.

Mr Nayan is one of regular faculty for conducting In-house & Open house training for GCM Worldwide & Gford Institute of Management Pvt Ltd on PAN India basis on the topic likes Negotiation Skill, HR Interviewing Skills & Appraisal Management, Business Communication Skills, Handling Customer Service, etc.

**Timings: 10:00 am - 5:00 pm**, Registration begins at 9:30 am\*

#### **How to Register:**

> **Fees: Rs. 9900** /- +18 % GST per person.

> Please write to **[gcmseminars@yahoo.com](mailto:gcmseminars@yahoo.com)**

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> Fees include Refreshment, Lunch & Course Material. \*Terms & Condition Apply.

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