



Programme on  
**Commercial Negotiations for Sales**

Tuesday, January 10, 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.

**PARTICIPANTS PROFILE:** The programme will benefit all executives and staffs from Sales, Purchase, Marketing, Logistics, Distribution (direct or channel), Finance and Accounts from all types of businesses. A must for first time sales people.

**WHAT WILL IT COVER:**

- Session One :**
- Commercial Negotiation – Skills
  - Strategies and Tactics
  - Key steps to effective negotiation
  - Handling Customer's perception
  - Overcoming Problems, Objection and Put-offs
  - Value Added Negotiation
  - Moving from bargaining to Understanding / Agreement Process: Step-by-step
- Session Two :**
- Sales Negotiation – preparation
  - Perception and Buying motives
  - Do you need a team
  - Presentation – making the impact
  - Trust building measure
  - Making a value-added proposition
  - Overcoming objections & sales resistance
  - Attaining a win-win situation
  - Global Negotiation

**WORKSHOP METHODOLOGY:** Participative and interactive. Presentation, success stories, problem discussions and course material (one copy).

**FACULTY :** **Mr. A. K. Guha**, Ex-Business Development Director of Renoir Consulting, UK has served in the Indian industries for three decades. Other corporate he has served are Arya Communication (Motorola), General Electric-Alsthoms Ltd., Aplab Limited, Bright Brothers, etc. He has also served in the Middle-East. From Account Assistant to Vice-President- Commercial to Executive Director (Business development). He also headed EDP / MIS, HRD and Marketing Department.

**FEE :** ₹1500 per participant. Fees include course fee, cost of reading materials, lunch and refreshments. (Concession: 10% for members, 20% for patron members). The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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January 10, 2017

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

**Ahmedabad Management Association**

AMA Complex, Dr. Vikram Sarabhai Marg, IIM-A Road, Vastrapur, Ahmedabad 380015.

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Name(s)	Position
1.	
2.	
Organisation:	
Address:	
	Pin Code:
Phone:	Mobile:
E-mail:	Fax: