



Programme on
**Understanding Commercial Aspects
in Selling-&-Buying**
– the practical aspect

Thursday, January 19, 2017 - 9.30 a.m. to 5.00 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House,
ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Today, in a globalized environment, the difference between a company with trained skill in Commercial Negotiation and one without, will certainly determine a company's sales turnover whilst profit making ability.

KEY FOCUS AREA

Business is one big negotiation. We all spend a good part of our day negotiating with coworkers, our bosses, other departments, sales people, customers and suppliers.

This workshop intends to empower you to negotiate with all types of people in all types of situations, especially focusing on Commercial, Sales, Projects and International Marketing. Moreover, during my working career, I noticed one thing, even today many are not very familiar with the principles of bank guarantee, arbitration, jurisdiction, payment terms, delivery terms, modes of payment, various commercial aspects of a contract / agreement, thus putting them into a cash trap. How to use all these effectively to your advantage, avoid falling into a cash trap is the aim of this workshop.

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 – short discussion, Key steps to Win-win, Understanding / Agreement
- Quotation, Bids and Cash Traps
- Customer and Contract / Agreement: Legal aspects
- Commercial Aspects of Selling

Session Two

- Terms of Payment
- Inco / Shipping / Delivery Terms
- Modes of Payment (Including discussion on LC in detail)
- Bank Guarantee / Security Deposits etc.
- Summarizing

WORKSHOP METHODOLOGY

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

FEE:

Rs.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.**'

FACULTY:

Mr. Ajoy K Guha last served as Business Development Director with Renoir Consulting, UK. Before he has worked in GEC-Alstoms, Arya (Motorola), APLAB in the capacity of General Manager & VP-Commercial. Ajoy K Guha is also co-author of the book "Cash before you Crash" on collecting dues and over dues without losing customer.

REGISTRATION:

Please send your registration along with participation fee to:

Ahmedabad Management Association

AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur,
Ahmedabad 380 015

Phone:079-26308601-6 • Mobile : 9537407187 • Fax:079-26305692

E-mail: ama@amaindia.org • Website: www.amaindia.org

Mobile App: AMA-Ahmedabad amaIndia.org



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Fax: 079-26305692 • **E-mail:** ama@amaindia.org
Website: www.amaindia.org
Mobile App: AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of
 "Ahmedabad Management Association".

Name(s)	Designation:
1. _____	_____
2. _____	_____
Organization: _____	
Address: _____	

Pin Code: _____	
Telephone(s): _____	Mobile: _____
Fax: _____	
E-mail: <input type="text"/>	