



“Negotiation Excellence”

AIM:

The Aim of the program is to help participants understand what is meant by negotiation and develop the right approach and attitude to become effective negotiators with customers & vendors.

OBJECTIVE :

In a free market economy, there are only two pivots around which any deal will finally be agreed: Price and Value. The objective of the course is to enable the Participants to learn the 'Act or Process of bargaining to reach a mutually acceptable agreement or objective'. They will gain the cost and pricing knowledge and skills essential for making sound negotiation decisions. Building on the basic skills learned in and on-the-job experiences, Cost Analysis and Negotiation Techniques introduce the techniques needed to analyze cost proposals to establish pre-negotiation objectives or various elements of costs contained in the proposals. Using an integrated case study, participants will demonstrate their ability to calculate a cost objective and a price/cost objective and determine their pre-negotiation position based on their calculations, to achieve a WIN – WIN situation

METHODOLOGY:

- Delivery in English.
- Multimedia projection system With LED projector.
- Bullet point presentations, Photo & Video Clips.
- User-friendly handouts.
- Exercises, case studies and live interactions



CONTENTS :

Negotiation—Definition and Goals

- What Negotiation is and what Negotiation isn't?
- Negotiation Failure and Success Factors
- What to Expect
- Negotiation Types and Approaches
- Attitudes, Influence, and Power

Negotiation Planning Overview and Scenarios

- The Negotiation Planning Model
- Where to Focus
- Pre-Negotiation Planning Phases
- Key Decision Areas
- Factors that Influence Negotiation Planning
- Negotiation Scenarios—Teams, Telephone, and Face-to-Face

Setting Objectives and Assessing Strengths

- The Importance of Setting Objectives
- Good and Bad Times to Negotiate
- Comparing Strengths—Yours and the Other Side's
- Establishing Credibility and Targets
- The Essence of Negotiation
- The Negotiation Plan and Its Approval

Strategy—Based on Supplier Costs and Relationships

- Know Your Supplier
- Price and Cost Considerations
- Types of Bargaining
- Partnering and Collaborating
- Preliminary Strategy and Planning

Facilitator : Prof. V NAGARAJA RAO

Prof V Nagaraja Rao is a Mechanical Engineer, from College of Engineering, Guindy and has his Masters in Engineering Management, from BITS. He also did his Post-Graduate Diploma in Materials Management, from Madras University.

He has a rich experience of over 39 years in various functions of Supply Chain & Logistics, in a Leading Automobile Industry in India. The areas of expertise include in Strategic Sourcing, Logistics (Warehousing & Transportation) and Out-sourcing. Was a LEAD member in Team OSCARS, an Initiative aimed to Optimise Costs through implementation of PULL System, resulting in LEAN Supply Chain.

His FOUR Decades of experience in Supply Chain, has turned him into a Successful Negotiator, getting the best deal available and maintaining a good Business relationship. This is proved thro' his achievements in various Projects, both National and International. He has a Passion to Teach, thus, sharing his Practical Knowledge and experience to both Academical Institutions and Industries.

TRAINING PROGRAMME FEE :

Rs. 3000/-per participant + 18% GST.

GSTIN : 33AFKPG7543M1Z5 SAC CODE : 999293 (Commercial Training and Coaching Services)

It Covers course Material, grand buffet Non veg. Lunch & refreshment

Cheque / DD drawn in favour of “Maxwell Centre for Industrial Training and Development”.

Date and Time:

21st December 2018

Friday

9 am – 5 pm



Venue:

JP Hotel Chennai

Jawaharlal Nehru Rd, Koyambedu
Chennai-600 107.

For registration contact:

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