



**DELHI MANAGEMENT ASSOCIATION**

India Habitat Centre, Core 6A, First Floor  
Lodi Road, New Delhi 110 003

Phone: 24649551, 24649552 Fax: 24649553

E-mail: info@dmadelihi.org, dmadelihi@sify.com

Website: dmadelihi.org

10<sup>th</sup> May 2010

Dear Member,

We are pleased to inform you that the DMA **Workshop on Effective Negotiation Skills – The Art and Science of Win/Win** is scheduled on **2-3<sup>rd</sup> July 2010** at India Habitat Centre, Lodhi Road, New Delhi.

The Workshop aims to achieve the following:

- To develop an acceptance and positive orientation towards the negotiation task inherent in their roles.
- To impart skills of effective negotiations - both individual and group negotiations.
- To chart a path towards Mastery in Negotiations

**A copy of Brochure is attached for your kind perusal.**

**Knowing the relevance of effective negotiation skills in your business I request you to take advantage of this unique opportunity and nominate suitable executives from your organisation who need to hone their negotiating skills from this practical workshop.**

I look forward to receiving your nominations.

With warm regards.

Yours sincerely,

**Rajan Pandhi**  
Dy Director  
9810877615(M)

# Enhance your Negotiating Skills and become an Outstanding Negotiator



DELHI MANAGEMENT ASSOCIATION

Presents an  
Intensive Workshop on

## **Effective Negotiation Skills and Styles** - **The Art and Science of Win/Win** **2-3<sup>rd</sup> July 2010**

### **ABOUT THE WORKSHOP**

Attend this workshop to obtain the know-how of negotiations and learn the skills and techniques practised by the world's top negotiators. The Workshop is packed with the strategies, techniques, tactics, tips and skills to be an outstanding negotiator.

Negotiation is an every day activity - we all engage in it - and spend a great deal of time in it - yet we are not trained for it...

Negotiators are not born... they are groomed. This workshop is designed to groom potential and prospective future negotiators and will bring to their focus the attitudinal imperatives to clinch a successful deal.

The workshop is packed with role-plays based on real life situations, which will help participants become conversant in how to deploy relevant strategies, appropriate techniques, and interest-sustaining tactics and gain hands-on experience. The tips and skills that the participant acquires will enable him to become an outstanding negotiator.

### **OBJECTIVES**

The Workshop aims to achieve the following:

- To develop an acceptance and positive orientation towards the negotiation task inherent in their roles.
- To impart skills of effective negotiations - both individual and group negotiations.
- To chart a path towards Mastery in Negotiations.

## CONTENTS

- Negotiations: What it is and what it is not?
- Stages in the Process of Negotiations
- Tactics in Negotiations
  - *Early tactics*
  - *Relationship Tactics*
  - *Pressure Building Tactics*
  - *Pressure removing Tactics*
  - *Offers*
  - *Endings*
- Skill building in carrying out negotiations
- Negotiation Styles
- Characteristics of good negotiators
- Negotiations in everyday life
- Group Negotiation: Roles played by different members
- Cross-cultural Negotiations
- Action Plans

## KEY TAKEAWAYS

- The skill of understanding and deploying body language in negotiations based on real life situations.
- The skill of probing
- Objection handling techniques
- Closing the deal: The trade off of variables and writing clean agreements
- Preparation for a major negotiation
- Where negotiations can turn sour.
- Develop new strategies for addressing your current negotiating challenges
- Gain direct experience in how to structure the negotiation base- agenda, protocol and customized presentation
- Gain a deeper understanding of your own style and its effects on your negotiating outcomes.

## METHODOLOGY

Self-discovery, Role-plays, participatory exercises, case studies, practice negotiations, discussions and group interactions.

A combination of group work and individual counseling that strengthens the negotiating style and addresses the unique strengths and weaknesses.

## FOR WHOM

This Workshop has been specifically designed for middle to senior level managers irrespective of their functions, hierarchical positions and business involvement – be it in private/public sector organisations, multinational companies or government organisations.

## WORKSHOP DIRECTOR

**Moutushi Sengupta** is a practicing HR trainer in the area of soft skills such as Business Communication, Strategic Management, Time Management, Objective Setting and Performance Management. She has been designing and delivering training programmes for over a decade to participants from well known corporate houses, quasi-government agencies and government departments. Some of the organisations which have benefited from her programmes include Power Grid Corporation, Indraprastha Gas Corporation, GAIL, C-Dot, IFFCO, PCRA, Ayurved Ltd, JSW Steel Ltd, Hero Corporate and Continental Carbon Ltd.

She received her MBA degree (gold medallist) from the University Business School, Panjab University, Chandigarh. She has also completed her MSc from London University and is currently pursuing professional human resource qualification from the Chartered Institute of Personal Development (CIPD), United Kingdom.

Ms Sengupta is an active member of the Delhi Management Association and a visiting faculty for a number of management development programmes.

### Administrative Details

**Date** : July 2-3 2010 (Friday-Saturday)  
**Registration** : 9.30 on 2<sup>nd</sup> July 2010  
**Timing** : 10.00 a.m -5.00 p.m  
**Venue** : India Habitat Centre  
Lodi Road, New Delhi

### Participation Fee (Per Delegate) :

|                  |           |
|------------------|-----------|
| AIMA-DMA Members | Rs 6000/- |
| Non Members      | Rs 6500/- |

### Group discount of 10% on a group of minimum of Three nominations from the same organisation

Fee covers tuition fee, cost of luncheons, refreshments, reading material and organisational expenses. Once the registration of a nominee is confirmed and he or she is subsequently unable to attend the programme, the fee is non-refundable. However, participation by a substitute shall be allowed. Programme is non-residential. Demand Draft and Cheques are to be made in favour of "**Delhi Management Association**" Payable at "New Delhi".

### Please send your registration form alongwith participation fee to:

Omana Methews, Administrative Officer  
Delhi Management Association, India Habitat Centre  
Core 6A, 1st Floor, Lodi Road, New Delhi - 110 003  
**Phone:** 24649551, 24649552 **Telefax:** 24649553  
**Email:** [Info@dmadelhi.org](mailto:Info@dmadelhi.org) or [dmadelhi@sify.com](mailto:dmadelhi@sify.com)  
**Website:** [www.dmadelhi.org](http://www.dmadelhi.org)

*Registration Form*

**Effective Negotiation Skills and Styles**

- The Art and Science of Win/Win

2-3<sup>rd</sup> July 2010

**Name**

**Designation**

- (1) .....
- (2) .....
- (3) .....
- (4) .....
- (5) .....

**Organisation** .....

Communication Address .....

Phone:.....

Fax:.....

Email:.....

Enclosed is a cheque/draft for Rs..... being Registration fee for the program

Authorised Signatory, Name & Designation

Date.....

Please make cheque/draft payable to **Delhi Management Association** and send it alongwith Registration Form to DMA.