

Last date for registration 28 October 2025

INTRODUCTION

You don't get what you deserve; but what you negotiate. The desired outcome in any negotiation depends more on the Systematic Preparation (prior to the meeting) than the ad-hoc tactics deployed at the negotiating table. Are your team members well equipped for an important negotiation? This program shows the roadmap.

Keeping in this veiw, Indian Machine Tool Manufacturers' Association is organising a training program on **Skillful Negotiation**.

FOCUS AREAS

- To understand the importance of preparation in negotiation.
- Internalize the qualities of a Skillful Negotiator
- Application of tools for a successful outcome.

KEY TAKE AWAYS

- Difference between a Skillful and an Average Negotiator
- Negotiation strategy based on Relationship and Substantive issues
- Importance of preparation in achieving the desired goals
- Identify your BATNA – Best Alternative to the Negotiated Agreement that sets the threshold
- How Skillful negotiators plan their BATNA, Reservation Price and ZOPA?
- Logrolling – Trading across Issues and Claiming Value on the table
- Anchoring – How it creates strong negotiating Pivot
- Psychological Traps
- Framing – Risk Perception in Potential Gain and Loss
- Qualities of a Skillful Negotiator

PARTICIPATION FEE

Rs. 6600/-
+18% GST
**IMTMA Members/ Micro Companies/ Individuals/
Educational Institutions / Students/ IMTMA Non
Members/ Others**

USD 260/-
Overseas Participants

Group Concession : 10% for 3 to 5 and 20% for 6 and more delegates being nominated from the same company

PARTICIPANT PROFILE

The program is recommended for senior executives working either as individual contributors in Sales, HR, Supply Chain, Project Management etc. and/or team leaders heading profit centres. It shall benefit those for whom Skillful Negotiation is a sine qua non (essential condition) while dealing with internal and external customers in achieving their KRAs/KPIs

FACULTY

Mr. Rajan Parulekar, B.E. (Electrical), MBA

- Author, Contextual Selling®: A New Sales Paradigm for the 21st Century
- Completed Enhancing Sales Force Performance program at IIM-A in 2013
- Trained around 15,000 managers and sales executives from 1000+ companies since
- Conducted programs for culturally diverse groups in India, Malaysia, Singapore, Sri Lanka, GCC
- Winner: Best Sales Performance in Asia Award while working for Wiltron Inc USA 1990
- Winner of International Taped Speech Contest by Toastmasters Int’l 1997
- Worked with Larsen & Toubro, Wiltron and Toshniwal in Sales and Marketing

For Registration Contact

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