Manufacturing Technology Training
An IMTMA initiative

Skillful Negotiation
Date : 13 May, 2026
Venue : IMTMA Technology Centre, Bengaluru

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 orgranising 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. 2999/-
+18% GST
IMTMA Members/ Micro Companies/ Individuals/ Educational Institutions / Students/ IMTMA Non Members/ Others

USD 120/-
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

Shruthi GS
Programme Coordinator
8660307740
shruthi@imtma.in
Back End Operations
9742626488
enquiry@imtmablr.com

Contact Address

INDIAN MACHINE TOOL MANUFACTURERS' ASSOCIATION
@ BIEC, 10th Mile, Tumkur Road, Madavara Post,
Bangalore - 562 123
Tel : 080-66246600
Fax : 080-6624-6658

imtmatrainning.67038796@hdfcbank

REGISTRATION : Prior registration for participation is necessary. Number of participants is limited and will be accepted on ‘First Come First Serve’ basis. A Certificate of participation will be issued to participants.
Important Information : Participation fee includes, course material, working lunch and tea / coffee. Interested companies are requested to register online by clicking on 'REGISTER' button and by filling up the nomination authority and participant's details in specified form.