

A photograph of two men in business attire (white shirts and ties) standing in an office with large windows. One man is seen from the back, while the other, wearing glasses, is looking towards him. The image is partially covered by a green overlay at the bottom.

Master The Art of Negotiation



S. P. Mandali's Prin. L.N Welingkar Institute of Management Development and Research (WeSchool)

THE B-SCHOOL TO BE IN

The WeSchool campus is a hub of new thoughts, ideas and an enterprise where a new wave of global conversations begin. State-of-the-art facilities like Wi-Fi, Innovation and Leadership Labs form an indispensable part of teaching methodology along with numerous new-age learning tools.

WeSchool pioneers in programs like media, retail, rural, healthcare, eBiz and Business Design & Innovation. The programs are offered in full-time, part-time, distance learning & diploma formats.

S.P MANDALI'S
we school
Welingkar Education



Prof. Dr. Uday Salunkhe,
Group Director, WeSchool
Eisenhower Fellow,
Co-Chairman, CII- Western
Region, Higher Education
Sub Committee



A word from our Management



Market volatility, rapid innovation, and geopolitical strife are fueling a demand for business professionals who can think globally and compete strategically. The realities of global competition and technological change have dramatically raised the bar on what it takes to create and maintain a competitive advantage.

Navigating today's complex business world requires vision, confidence and strategies that give tangible business results.

As a leader, you will need to have leadership negotiation skills to cope with a multitude of situations. Whether you are mediating in a difficult breakdown in communication, working on a complicated client deal or negotiating a new pay deal or change in working conditions, the likelihood is that there will be some compromise needed to reach an agreeable solution. Effective communication, conflict management techniques and problem resolving skills make leaders great negotiators.

It is my pleasure to welcome you to WeSchool's Negotiation Program. In this program, you will get an opportunity to improve your negotiation skills, predict favorable outcomes in a deal and also build better relationships. The program aims at equipping you with the necessary skillset that is required to win critical deals in your organization. With this upgraded skillset, you will be able to accomplish many more career milestones.





Dr. Anil Rao Paila,
Senior Dean & Director,
WeSchool, Bengaluru Campus



A word from our Management



I am delighted to state that under the able leadership of our Group Director, Prof. Dr. Uday Salunkhe, WeSchool, Bengaluru, had a humble beginning ten years ago and has established its presence in the Silicon Valley of India. The Management Development Center at WeSchool, Bengaluru, has been at the forefront since its inception and has succeeded in providing & designing high-quality customized development programs for companies like Infosys, Robert Bosch, Dell, HP, Biocon, E&Y, SPAR, Continental Auto and Titan.

Today's highly competitive business environment puts a great deal of emphasis on upgradation and learning. Hence, it is imperative that individuals continue to explore new perspectives. WeSchool's campus at Electronic City, Bengaluru, provides the right ambience for managers, leaders and entrepreneurs to introspect and reflect amidst an academic environment.

The Negotiation Program is a customised development program that is designed for executives, entrepreneurs, and managers from across functional roles in production, marketing/ sales, procurement, quality control, HR, finance, maintenance, services, amongst others.

In this program, you will test your beliefs and assumptions, overcome emotional and rational biases, examine complex negotiation scenarios and discover a range of competitive, cooperative and integrative negotiation strategies.

The program covers all the negotiation tools applied by veteran negotiators over the years. The case studies provide vital lessons drawn from real-life examples on the art of negotiation. I am certain that the tools and techniques taught by the industry expert will help you achieve a steep growth in your career.

As we take the flight to an exciting future, we strongly believe in one thing - you can achieve almost anything you set out to do with focused vision, mission and team work. Welcome to "WOW – the World of Welingkar".



How Negotiations shape our world

Negotiation in everyday life

From negotiating for a higher salary to bargaining for a new car, negotiation is a part and parcel of our daily life. Everybody negotiates right from a child to an old grandpa – be it for an extra topping of mayonnaise on your salad, to getting those free chillies with the big bag of vegetables you just bought, a child negotiating with a parent for an extra hour of TV or negotiating with the gym instructor to reduce repetitions of the workout, we always strive to get the better end of the deal, no matter what the conversation. Let's look at the other side of the coin, where negotiations happen on the table everyday.

Negotiation in the corporate world

The corporate world is no different than the everyday world, when it comes to negotiations. We are always on the lookout for the next profitable takeover or the next best deal for a product. Needless to say, negotiations play a vital role in the success of our career. It is possible that a single wrong move in the negotiation process can sabotage an important deal.

An important aspect we always tend to overlook is the value of a product over its price. Although emotions play a key role in the negotiation process, it cannot be the sole factor that drives the deal in your favor. We, at WeSchool understand the various aspects of the negotiation process and its importance in the corporate world. By mastering the Negotiation Program, you can learn the various techniques involved in a negotiation process and become a trained negotiator, ready to put the world in your pocket.



Common Negotiation Mistakes

Lack Of Confidence



Lack Of Networking



Lack Of Documentation



Price Obsession



Lack Of Preparation



Not Having A Flexible Mindset



Beating Around The Bush



Afraid Of Outcome



False Assumptions



Ego



Negotiation Program

Negotiation is a vital skill that is present across all industries and verticals. In order to be successful, one must have impeccable negotiation skills regardless of their designation or size of the business. In the corporate world, one is constantly negotiating with seniors, juniors, colleagues, unions, customers, suppliers, regulatory authorities and other stakeholders. This happens across all departments and management levels across industries.

The field of negotiation is an art that involves experiential learning with a theoretical framework in order to enhance performance. This is a technique that has stood the test of time and can be an asset in one's corporate dexterity. It is particularly helpful in complex situations that involve conflicting interests. The importance of leveraging relationships in a negotiation deal, which is the most vital aspect of negotiations will also be covered in the program.



Features of the program

All the features are customized to suit our participant's profiles. Role play is the most important component of this program that will help participants in understanding what they have to do in real life situations.

Exercises will be conducted wherein participants will have to create their own case study relevant to their profession in order to understand the concepts thoroughly. Thus, making the program absolutely relevant to their profession, irrespective of their field and level they belong to.



Eligibility Criteria

The Negotiation Program is zealously designed for executives and managers from all business streams - be it Production, Marketing/Sales, Procurement, Quality Control, HR, Finance, Maintenance, Services, etc, across all product or service industry sectors.



**Esteemed
Faculty**
Prof. Abhay Dixit

“
Negotiation
is the art
of letting
someone else
have your way
”



Overview

Prof. Abhay Dixit is an Engineering Graduate with a Post-Graduation in Management. With over 40 years of industrial experience in B2B selling & negotiating, he is a seasoned entrepreneur. With his core competencies in negotiations, communication, and one-to-one selling, he has been training, teaching, and mentoring students at the best B-Schools in India.



Training and Consultancy Experience

- ◆ Prof. Abhay Dixit teaches negotiation skills for MDP programs at IIM – Ahmedabad and has also conducted Managing Negotiation class for PGP students at IIM - Ahmedabad.
- ◆ He successfully mentored the 10,000 Women Entrepreneur Program in association with Goldman Sachs - ISB, Hyderabad for over 7 years and undertook the role of visiting faculty for Negotiation Skills, Communication Skills and Selling Skills for this program.
- ◆ He has taught Business Communication & Entrepreneurship at IBMR & B2B Marketing, Entrepreneurship at Bhavan- SIET, Bangalore.
- ◆ At WeSchool Bangalore, he conducts B2B Marketing, Entrepreneurship, Business Development, Selling, and flagship courses on Negotiations.



Organizations benefitted:

- ◆ Fundtech
- ◆ BFW
- ◆ Comsol
- ◆ Tata Housing
- ◆ Toyota
- ◆ Blue Star
- ◆ Rinac
- ◆ Suhner
- ◆ ITC Infotech
- ◆ Invensys Skelta



Advantages

At the end of the program, the participants will be ready to:



Understand how the brain functions to negotiate better deals.



Prepare for the negotiation process through situational analysis.



Estimate the possible favorable outcomes by applying key frameworks.



Understand and manage expectations of both parties involved.



Build stronger relationships.



Master the tools that veteran negotiators use to implement winning strategies.



Evaluate success in all negotiations.



Manage emotions of both parties to one's advantage.



Program Information



Batch size

16 - 24 Participants



Duration

2 days



Timings

- 12 hours of coaching
- 3 hours of practical sessions (live/ mock)
- 4 hours of preparation



Program Fees INR 23,500 + 18% GST



Early Bird offer INR 19,000 + 18% GST



Note

The program can be customized to be conducted at the client's location.



Trained Negotiator Certificate Course

Modes of payment:



The payment can be made via a Cheque or DD in the favor of Prin. L.N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH.



Eazypay payment details:

- Go to the portal <https://eazypay.icicibank.com>.
- Enter the mobile number registered with Welingkar.
- Enter the one-time password received on your mobile and click 'submit'.
- Find your bill / invoice.
- Tick the 'I agree and Accept' Button and click on the 'Pay now' button.



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