

# **MMA Two Day Certificate Course in**

## **“Win-Win” Negotiation**

**Day(s) & Date (s)**

**Monday & Tuesday, 22 & 23 January 2018**

**Timing**

**10.00 am to 5.00 pm**

**Facilitator**

**Dr PS Kumar M.E., M.B.A., Ph.D  
Transformation Coach & Visiting Professor**

**Venue**

**Madras Management Association  
21/11, 3rd Cross Street, Seethammal Extension  
Teynampet, Chennai – 600018  
(Near SIET College)**

“Let’s not do it in your way or my way; Let’s do it the best way”

- Greg Anderson

### **Background**

Increasing pressure on costs forces us to negotiate with our suppliers and buyers to be in business. We need to build a strong supplier base and ensure them they also get benefitted in executing the contract. This is highly needed for us to be competitive when we quote for a work.

If you keep on doing what you did earlier, you are most likely to get the same result or, low. You need to be more proactive to even exist in the market. You need to study the market in all 360° to respond better.

You cannot afford to assume a price for a product/service or, agree to provide a service based on intuition or, experience any more since the costs of mistakes are huge. We must have full support in price & services from our suppliers so that we can be successful in our business.

### **Course Content**

Day One ( 8 hours)

- Why Negotiation
- What is Negotiation
- Understanding the requirements of Clients
- Explaining our requirements to our suppliers
- Technical / Commercial Clarifications

Day Two (8 hours)

- Methods of Negotiation
- Choosing a right method
- Win-Win Negotiation
- Awarding Contract
- Execute the Contract Profitably

### **For Whom**

- This course is designed for Business Owners, Purchase People, Technical & Sales Professionals who want to understand the Negotiation Process & methods for taking better decisions
- This course is aimed at improving the skills of junior, middle and senior level managers who wish to upgrade their knowledge in Negotiation
- Individual professionals working in various sectors and wish to develop Negotiation skills
- Engineering & Management students who wish to hone their skills in Negotiations.

### **Key Takeaways**

At the end of the course, the participant will be able to

- Understand the Market & Marketing Research methods
- Able to analyse the market properly
- Help the Management to improve marketing methods
- Formulate the strategy based on data
- Structure for achieving business goals

### **Fee Details**

**Special discounted fee for MMA members Rs.4,500/- (inclusive of GST)per participant.**

Participation fee – **Rs.5,500/- plus GST 18%** per participant

The cheque/DD to be drawn in favour of “**Madras Management Association**” payable at Chennai. Full payment in advance. Fees once paid will not be

refunded. However, changes in nomination before commencement of programme permitted.

### **Course Schedule**

Classes will be held at Madras Management Association, 21/11, 3rd Cross Street, Seethammal Extension, Teynampet, Chennai-600018 (Near SIET College) on **22<sup>nd</sup> (Monday) and 23<sup>rd</sup> (Tuesday) January 2018** between **10.00 am and 5.00 pm.**

### **Certificate**

At the end of the programme certificates will be awarded to all candidates who have attended both the days.

### **About Trainer**

Dr PS Kumar (PSK) is a Top Management Consultant, Marketing Guru and Corporate Transformation Coach with 30 years of experience in Marketing. Dr PSK is also a Visiting Professor for many leading Management Institutes & Engineering Colleges. He is designing and delivering customized training programs and contents for both higher education and corporates.

Dr PSK did his Ph.D in Business Administration. He also has Masters Degree in Marketing Management & Production Engineering. He was with Larsen & Toubro Limited, Fiat Industrial Group for almost two decades. He was Head of Research & Development for leading FMCG company as Senior Vice President for three years. For more information about the trainer please visit [www.drpskumar.com](http://www.drpskumar.com)

***For Registration, please mail us the Participant's name, Designation, Organisation, Contact number, Email id and Postal address.***

We would be pleased to provide any other information required by you and look forward to receiving your nominations for the course.

Thanks & Regards

**Gp Capt R Vijayakumar (Retd), VSM**

Executive Director

Madras Management Association

21/11, 3rd Cross Street

Seethammal Extension

Teynampet, Chennai – 600018

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