



**MADRAS MANAGEMENT  
ASSOCIATION**

Presents

## **One Day Workshop on Negotiation Skills**

Date : Friday, 11th July 2025

Time : 10:00 AM - 05:30 PM

Venue : Madras Management Center, Chennai



## **Workshop Objective**

- Understand the significance of effective negotiation.
- Learn when and how to negotiate during customer interactions.
- Navigate negotiations in both one-on-one and group settings.
- Recognize the role of attitude in negotiation.
- Develop winning long-term negotiation strategies.

## **Workshop outline**

- Definition and Concept of Negotiation
- Persuasive Communication and Creating Dialogue
- Types of Negotiation: Distributive, Integrative, Compromise

- Negotiation Attitude and Mindset Management
- Essential Skills for Negotiation: Listening, Analytical, Assertiveness
- Fundamental Processes and Powers of Influence
- Preparation Techniques: MDO/LAA/WOP/BATNA/ZOPA
- Trading Concessions and Negotiation Strategies
- Personal Action Planning

• Engage in exercises, individual presentations, guided discussions, and role plays led by experienced faculty.

- Sales Professionals
- Customer Service Representatives
- Procurement and Supply Chain Managers
- Project Managers
- Business Owners and Entrepreneurs
- Marketing and Sales Professionals
- Legal Professionals
- Human Resources Personnel

- Equip yourself with the knowledge and confidence to provide impactful feedback.



### **Mr Achal N Rangaswamy**

- Achal Rangaswamy is a veteran Sales and Marketing Professional.
- He completed his Post Graduate studies from Delhi University, and is an Alumnus of the prestigious St Stephen's College.
- On the professional front his last assignment was as President- Marketing with Bell Ceramics Ltd. Earlier he had been associated with top brands like Avery, Nelco, Xerox, USHA and Amtrex- Hitachi.
- Rangaswamy was conferred the AMA - Zydus Cadila Marketing Man of The year Award, instituted by The Ahmedabad Management Association. He is an author of 5 books, on subjects like building a fulfilling career, managing time, and success in Selling.
- He has travelled over 250 thousand km on his Enfield Bullet Bike.
- He delivered a Tedx talk at IIM-Raipur in 2017 on the topic Discovering the Joy of Selling.
- Achal Rangaswamy is now a highly respected Marketing Advisor and Sales Coach, who also helps professionals discover and upgrade themselves by not just making a living but Making a Life.
- He has guided thousands of professionals from organizations as varied as Amul, Sintex, Hitachi, St Gobain Glass, Cera, Indian Oil, Wagh-Bakri, Tata Teleservices, Voltas, BHEL, Shapoorji Pallonji, and the TVS group.
- He has also carried out many programmes for service based organizations like nationalized banks, insurance companies, and education providers.

**Rs. 1800 + 18 % GST for  
MMA members**

**Rs. 2500 + 18 % GST fee  
for Non - Members**

Early bird 5% for  
nominations received with  
participation fee on or  
before 04th July 2025

\*Fee once paid will not be  
refunded.

**Register Now**

Scan here to pay



Share your payment screen to  
our Whatsapp number  
6374603433

## Contact us

- R SATHISH KUMAR (9677077700)
- VINOCHKANNA (7395880426)
- SUDHEESH TS (7200382194)



MMA Management Center  
New No:240 Pathari Road  
(Off Anna Salai) Chennai – 600006.  
[mma@mmachennai.org](mailto:mma@mmachennai.org)

