



# STRENGTHENING YOUR POWER OF NEGOTIATION



ATHARVA  
INSTITUTE OF  
MANAGEMENT STUDIES

AET Campus, Phase III, 4th floor,  
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Management Development Program

**On The Art Of  
Negotiation For Success**

**30 JULY'22 | 9:00 AM – 5:00 PM**

[www.atharvaims.edu.in](http://www.atharvaims.edu.in)

## ABOUT US

The Atharva Educational Trust(AET) is a registered Society established in the year 1998, for imparting excellence in education in the field of Engineering, Management & Hotel Management & Fashion Designing for the younger generation of our society and nation as a whole in the process of nurturing & developing the vast pool of talents in the right direction & perspectives. Atharva Institute of Management Studies(AIMS), was established under the aegis of AET in the year 2003, and it is approved by AICTE, DTE & University of Mumbai for running Management Program as MMS (Masters in Management studies), Masters in Financial Management(MFM), Masters in Marketing Management(MMM) & Masters in Human Resource Management etc.



**DR R.G. RATNAWAT, DIRECTOR, AIMS**

The Course curriculum is designed such that it caters to the inputs through the Case Studies, Live Projects, simulations exercises, and Guest lectures from the Industry Experts on the concerned subject domain for Content delivery to the students/ participants for the various courses undertaken by us. AIMS has worked rigorously towards imparting Global Management philosophies to their respective Students Community through Faculty members, coming from a diverse background of Academia & the Corporate Sector. AIMS is ranked as one of the top business schools in India. In line with the Vision & mission statement of the institution, we venture to bring the amalgamation of the theoretical pedagogy as well as contemporary and relevant examples of real-life situations in our Management Development Program(MDP'S), for the benefit of the business/professionals in the respective domain of work experiences from the Corporate World to the classroom situations and its consequent effectiveness.

"Atharva Institute of Management Studies(AIMS), one of the best B-schools in western India, is known for quality education reinforced with strong industry connect focusing on 360-degree development of students. We conduct need-based training programs, certification courses, and both standard and customized Management Development Programs(MDP) for the corporate managers to upskill them with the latest knowledge needed to deal with complex management problems.

Our MDP center is excellently equipped and full of resources with world-class infrastructure to conduct these MDPs and training programs. The faculty conducting these programs are highly respected in their respective subject areas. So, we look forward to partnering with progressive organizations that believe that continuous learning is the way of life.- "



## PROGRAM OBJECTIVES

- Broaden understanding of negotiating concepts,
- Discovering different negotiation and decision-making strategies
- Learn effective persuasive techniques and tactics

## CONTENT

- What is negotiation?
- How to prepare for negotiation.
- Know the Supply Market.
- Developing Purchasing Strategy
- Understanding supplier capability
- Know negotiating style of people
- The art of asking question & Active Listening
- Effective Body Language for Negotiation
- Contingency plans
- Formalizing the Agreement

## PEDAGOGY

- Interactive sessions, Role Play, Video films, Demonstration, Case studies.

## COURSE FEE

- Rs.3500. Discount 10% for two or more participants from the same organization.
- Discount for Alumni/student 25%

## FOR WHOM

- Purchase Officer, Purchase Executive, Middle and senior level Purchase, Logistics Supply Chain professionals

