

Effective Negotiation Skills for Business Performance

SPJIMR Delhi Campus | September 21-22, 2023

Programme Overview:

We negotiate every day to make our way through life. We need cooperation and collaboration from others in order to succeed and to build a useful network we need tact, personality and negotiation skills. This course will help participants understand their own underlying styles of negotiations, the types of negotiations, the techniques and strategies of negotiation and build their competency to deal in conflict situations. The sessions will bring in experiential learning through the use of exercises, mock negotiation and role-plays. Peer learning and feedback would play an important role as well.

In this programme, you'll learn how to transition from a capable deal maker to an expert negotiator and how to create value for yourself and your organization. The goal of successful advanced negotiation is not merely "closing a deal" but arriving at the best possible agreement. Going beyond basic negotiation tactics, this highly interactive program delves into strategic planning and the systematic thinking that exemplifies expert negotiators.

Great negotiators are made through thoughtful, evidence-based skill building. Thus, the course is structured around:

- Applying analytical skills to gain a strategic understanding of negotiation contexts
- Learning empirically validated techniques for advancing your interests
- Practice, practice, and more practice

You will have an opportunity to practice the acquired knowledge in hands-on activities such as scenario-based discussions, case studies and simulations in order to gain relevant skills.

Programme Objectives:

- Understand the concepts of negotiations, approaches and structures
 - Value the importance of information, interests, priorities, perspectives and leverage.
 - Highlight the emotional and mental aspects of negotiation with the ethical and cross-cultural considerations.
 - To prepare communication, strategy and teamwork; structuring the process
 - How to gather useful and accurate information before and during negotiation. How to determine what to reveal when, and how to frame it.
- Effective speaking, facilitating, and problem-solving
 - Personal Awareness: Noticing and adjusting your thinking patterns, emotional responses, speaking and non-verbal presence, and patterns of interaction. Being alert to what other people are thinking and feeling. Expanding your repertoire of approaches.
- Hands-on experience in negotiation, conflict resolution, and mediation through roleplays, exercises.



Key Highlights:

- Interactive classes
- Team discussions and team exercises
- Business problem solving scenarios
- Immersive learning through classroom discussions, exercises, and video cases
- Gain insights with self-assessments
- Practice negotiation skills in real time



Programme Coverage

1 Introduction to Negotiations

- Fundamentals of Negotiations
- Basic concepts and tactics of bargaining vs negotiations
- The process or stages of Negotiation
- Negotiation Game
- Expanding the pie and win-win Negotiations

2 Negotiation Analysis

- Identify differences between distributive and integrative negotiations
- Systems two thinking – how to shape perceptions
- Gain an understanding of focal points of price negotiations, ZOPA, BATNAs, reservation price, common errors

3 Negotiation Styles

- Find out the different styles of negotiation and your own individual proclivity.
- Understand the science of cognitive bias and how it can impact your negotiation. Learn how to deal with Anchoring
- The art of Framing in successful negotiations and restraining from reacting negatively using negotiation Jujitsu

4 Using Emotional Intelligence in Negotiation

- The power of and use of emotional intelligence in complex negotiations.
- Bringing empathy and assertiveness to the bargaining table.
- Dealing with difficult people

5 The Negotiation Process

- Listen and develop empathy to understand people better
- Develop an insight into the science of people and gain control
- Influence, persuade and charm. Principles of Persuasion

6 Preparing for a negotiation

- Focus on rapport and invite collaboration
- When are you done negotiating and when to walk away?
- Learn how to close a deal.

7 Norms around Culture and international differences

- Explore methods for negotiating across cultures and genders, the ethical implications in negotiating
- Social capital and strategic negotiations
- Culture and real-world constraints
- Cultural Impact on Models of Negotiation Hofstede's dimensions

8 Negotiations tools and multi-party Negotiations

- Map the differences of each party, recognizing barriers related to fairness and the medium of communication.
- Use a Negotiation canvas to build a framework for advanced planning.
- Conduct a negotiation in class.

Programme Pedagogy:

The course delivery comprises a combination of lecture, case and exercises. The classroom learning involves concept discussions, case analysis, group-based learning and concept presentations.

Who Should Attend:

This programme is designed for middle to senior level management.

Certificate of Participation: A certificate of successful participation by S.P. Jain Institute of Management & Research (SPJIMR) will be issued to each delegate at the completion of the programme.



About SPJIMR:

SPJIMR is counted among the top 5 B schools of India. In addition to our Mumbai campus, we also have a state-of-the-art Executive Education Centre in Delhi.

We are a part of the Bharatiya Vidya Bhavan and function as an autonomous Institute with entrepreneurial agility. Our guiding principles are to influence practice and promote value-based growth. We build on this through pedagogic innovations and pioneering programmes, which have helped us carve a unique and distinctive path in management education. SPJIMR has been recognized for its innovative programmes by global accreditation bodies- AACSB and AMBA.

Bharatiya Vidya Bhavan's S P Jain Institute of Management & Research (SPJIMR) is one of the six Indian business schools, along with IIM Ahmedabad, IIM Bangalore, IIM Calcutta, ISB and IIM Lucknow, to make it to the QS Global MBA rankings. This is the fifth consecutive year that SPJIMR is on this elite list.

Our salient features are as follows:

- 42 years legacy of management education
- 25+ years of executive education
- Over 12,000+ alumni,
- 100+ Corporate Partners,
- 50+ Global Partners,
- Renowned faculty with extensive corporate experience
- Globally recognized among top 5 B-Schools from India
- International accreditation by AMBA and AACSB

**Fees: Rs 24,900 per participant + applicable taxes
(Early Bird, Alumni and Group Discount applicable)**

For more information contact-

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Programme Director



Prof. Vineeta Dwivedi

Prof. Vineeta Dwivedi teaches management communication, negotiations and strategic business communication at SPJIMR. She heads the digital communication department of the institute. With 17 years of experience in the media industry and six years in academics, she brings a rich amalgamation of business and learning into the classrooms.

Her media industry experience with the British Broadcasting Corporation (BBC) World Service has been in digital and radio journalism, broadcasting and business development. She has travelled the world and worked on several prestigious assignments. As CEO of KSS Limited- she has been part of the Indian cinema industry and as faculty at SPJIMR she teaches Strategic Communication, Presentation skills, Assertiveness and Emotional Intelligence, Business Writing, Written Analysis of Communication (WAC) and Negotiation Skills.

She has conducted Executive Education programmes for Pidilite, Marsh McLennan, Swades Foundation, Lions Club Mumbai, Institute of Chartered Accountants of India and Women Entrepreneurs P&G.

She writes regular press articles on current affairs, gender diversity, communications and popular culture and her research interests are in Work from Home (WFH), Fake News and Gender.

She has a Masters in English and has done a Leadership Programme from Henley Management College, UK as well as an Accelerated Management Programme from Indian School of Business, Hyderabad, India.