



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



## SALES AND NEGOTIATION SKILLS



**Programme Director:**  
Prof. Suren Sista



**Programme Dates:**  
February 26 - March 01, 2024



**Programme Venue:**  
MDC, IIM Calcutta

# INTRODUCTION

Business realities are more challenging today than ever before, with both buyers and sellers wanting to feel like they've won. Success in business determines how well an organisation can create and keep its customers in this highly competitive market. Therefore identifying prospects, understanding their needs, negotiating a win-win deal, transacting and ensuring receivables are crucial activities that decides the competitive edge of any business firm. Managing extreme uncertainties of the market, punctuated by unfavorable payment terms, over-aggressive discounts, and unreasonable delivery dates and deadlines pose formidable challenges that may turn a great sale into a transaction that should have never taken place and vice versa. This intensive and practical MDP is designed to address these realities of today's world of business through a better understanding of Selling techniques and Principled Negotiation.

## OBJECTIVES

The Programme will focus on developing and strengthening selling and negotiation skills while working to build a mutually beneficial deal. The Programme shall address issues that will enable participants to appreciate the increasing significance of professional skills in sales and negotiation to achieve desired sales results and reinforce customer relationship. By the end of this course participants will:

- Understand the importance of planning and preparation for successful sales negotiation including handling customers' expectations and responses,
- Learn simple yet effective tools and methods to engage and win over clients through persuasive and influencing skills,
- Understand different styles of negotiating in selling effort (both for self and others), and
- Develop effective techniques for responding to a variety of sales negotiation challenges.



## PEDAGOGY

The programme will draw on current academic research, case studies, and experience sharing of best practices from Indian as well as global companies. The programme will be delivered through a mix of lectures, cases, simulations, role-plays, and in-class exercises. Experience sharing by senior sales professionals and participants would be the key features of this MDP.

### This MDP is suitable for:

- Marketing and sales professionals in the durable or industrial product business, and
- Managers in service businesses, dealing with intangible forms of products, e.g., those working in industries such as banking, IT, telecom, airlines etc.



## KEY TOPICS

- Understanding the selling process: From prospecting to closing the deal
- Understanding self and the other for better negotiation
- Negotiation styles: Assessment and feedback
- The Sales Negotiation Process
- Creating and Sharing Value through Sales Negotiation
- Persuasion and Influencing for success
- Pitfalls in Negotiation and how to respond
- Effective Communication for Sales Negotiation



## PROGRAMME DIRECTOR

**Professor Suren Sista** is a member of the faculty of Marketing at the Indian Institute of Management Calcutta. He is a Fellow (PhD) of the Indian Institute of Management Bangalore and holds a Post-Graduate in Marketing Communications from Mudra Institute of Communications Ahmedabad. He was the Dr. D C Pavate Research Fellow at Cambridge Judge Business School, University of Cambridge in 2010. Professor Sista was on deputation at LBSNAA, Mussoorie as Professor of Management in 2016 where he was involved in the training of Civil Services Officers.

Professor Sista's ongoing research is in the areas of Marketing, Relationship Marketing, Sports Marketing, and Research Methods. He is an Area Editor (Marketing) of the Journal of Indian Business Research (Emerald Publication). He has undertaken various consulting assignments on the business of sports and entertainment and is active in executive education. Professor Sista teaches core Marketing courses, and elective courses in Relationship Marketing and Competitive Marketing Strategy at IIM Calcutta.

For further details of the Programme you may contact the Programme Director at [suren@iimcal.ac.in](mailto:suren@iimcal.ac.in).



## PROGRAMME DETAILS

- **Duration:** February 26 - March 01, 2024
- **Programme Commencement:** 9:00 AM on February 26, 2024
- **Programme Conclusion:** 2:00 PM on March 01, 2024
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
  - **Check in:** February 25, 2024 (6:00 pm onward)
  - **Check out:** March 01, 2024 (2:00 pm)

## PROGRAMME FEES

- **Residential (R):** ₹ 125,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 115,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

### Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

## TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



## HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

## IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta has been ranked 2nd in India and 59th globally for Open Programs (MDPs) in the Financial Times Executive Education Ranking 2022. The Institute has secured 76th rank in Financial Times Global MBA Ranking 2023 and 1st in BT-MDRA Best B-School Survey 2022



### Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in)