



Negotiation.....

*An art of persuasion
to have a Win-Win outcome*

- *Md. Akbar Hassan*

Training on:

Successful Sales through Negotiation

Company Name:

Robi Axiata Limited

Participants:

4 groups

25 participants in each group mostly **Area Managers of Robi Axiata Limited**

Held on:

4th October 2013 till 15th February 2014 (4 Batch)
(9:00 am — 6:30 pm)

Venue:

Washington & Riggs Inn Hotel Gulshan Dhaka, Bangladesh



Methods & Approaches Used:

Methods & Approaches

(Before Training)

- Focus Group Discussion (FGD)
- Training Need Assessment (TNA)
- Questionnaire Survey
- Personal Interviews (Videos clip)
- Success Stories
- Observation Methods

Methods & Approaches

(During Training)

- Participative Approaches
- Lecture Methods
- Power Point Presentation
- Theories & Practical Application
- Exercise Session & Role play
- Case Study
- Related Video & Movie Shows

Introduction

*“Let us never negotiate out of **fear**. But let us **never fear** to negotiate.” John F. Kennedy*

The effect of Globalization created the business environment more critical and competitive in nature. The comparative advantage turned to competitive advantage. The customer is demanding and the competitors are in the line to capture the mind of our existing customer and to explore their share. Our job is to retain our existing customer. Negotiation is the tool where we can explore our customer to move to an agreement.

Negotiation is a communication process between individuals that requires reaching to an agreement while satisfying of both parties. It involves in analyzing facts of a situation, revealing the both the common and opposing interests of the parties involved, and bargaining to resolve issues as possible. Negotiation is a common process of day to day activities of life. Business world are likely to face negotiations on a daily basis when dealing with customers, suppliers, employees. Many companies train members of their sales forces in negotiation techniques. Good negotiation requires advance preparation, knowledge of negotiating techniques, and practice. Experts recommend entering into it with a **cooperative** rather than a **competitive** attitude. "Any method of negotiation may be fairly judged by three criteria, "It should produce a wise agreement if agreement is possible. It should be efficient. And it should improve or at least not damage the relationship between the parties."

BRIDDHI conducted customaries training for **Robi Axiata Limited** which was a highly interactive program. It acknowledges the participants to negotiate not only to the customers perceived needs, but also to their unperceived needs. Ways of communication & persuasion techniques were there in their lesson to grow.. The participants learned how to create favorable first impressions by being able to build trust and credibility in a short span of time. They will be able to quickly and rigorously qualify opportunities, gain access and interest of the customer, develop & articulate their '**Value Propositions**' to the customer for initiating negotiation decision.

We made Focus Group Discussion FGD and created Video clip from Senior Manager of their past experience to create training more interactive through shearing the real life experience.

Topics Covered :

■ Negotiation

■ Negotiation Getting to YES

■ Persuasion Techniques

■ Negotiation Communication....

■ Negotiation and Conflict Resolution

■ Mastering the Art of Negotiation in 7 Easy Steps

■ The Best Negotiation Advice & 3 Things

■ Common and critical mistakes during Negotiation

Profile of Lead Resource Person:



Md. Akbar Hassan - CEO & Managing Director, **Chief Resource Person & Chief Consultant**. OD specialist. He was a Lead Resource Person of said program. Created more than **900 Training Video Clips** on different areas in Bangla & English on Bangladesh context. These rich archives couples in disseminating knowledge to get the essence of real life experiences. He is also a Lead consultants on Garments & Textiles and in Industrial arena. Served in Senior Management Position in Philips Bangladesh Ltd. (MNC), Youngone Corporation (MNC), and Mobil Oil Bangladesh Ltd. USA (MNC). More than 18.5 years of experience in Corporate World.

Masters in Business Administration (MBA) from IBA, *Masters in Public Administration (MPA)* from University of Dhaka. Visiting Faculty of Business School of BRAC University, Institute of Governance Studies IGS, IUBAT and BIFT. Presented many papers in many seminars including BATEXPO. Resource Person of many Institutes like, DCCI, MCCI, BPATC, BIBM, Academy of Planning Commission, Police Staff College, National Defense College(NDC) etc. Faculty of CIPS (The Chartered Institute of Purchasing & Supply). International Procurement and Supply Chain Management (IPSCM) of ITC/UNCTAD/WTO, Geneva, Switzerland. 15+ years of experience in Teaching in Universities; Corporate Resource Person & Organization Development Specialist & Consultant & Researcher.

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