



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



## SALES AND NEGOTIATION SKILLS



**Programme Directors: Prof. Suren Sista &  
Prof. Prashant Mishra**



**Programme Dates: February 10 - 14, 2025**



**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 negotiation in the 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 DIRECTORS

**Prof. 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).







**Prof. Prashant Mishra** is a Professor in Marketing area at IIM Calcutta. His research interests include Sales & Marketing Processes, Consumer Psychology, Digital Marketing and Sustainability. In Executive education, he has led, designed and delivered learning and development initiatives for Business Leaders, Mid-level Sales and Marketing leaders, Unit Heads for more than 50 organisations both in Public and Private sectors. Some salient initiatives were for leading Indian FMCG, Telecom, Banking, Insurance, Pharmaceutical and Energy (including Oil & Gas, Power) and IT Firms. He has also conducted programmes for Senior Management Professionals with International learning component and has led several senior business executive delegations across the globe for interactions with the Corporate Headquarters, Policy Research Institutions, Local Nodal Ministries, Local Industry Associations and Chambers of Commerce, Manufacturing Units of Leading Firms, International multilateral institutions such as WTO, UN, ILO, EU, OPEC, etc. His recent consulting engagements have been mostly on building customer-centric processes, marketing audit, creating new brand and brand strategy, sales process mapping and facilitating strategy planning in leading Indian conglomerates.

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



## PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on February 10, 2025
- Programme Conclusion:** 2:00 PM on February 14, 2025
- Accommodation:** For Residential participants, on single occupancy
  - **Check-in:** February 09, 2025 (6:00 PM onward)
  - **Check-out:** February 14, 2025 (2:00 PM)



## PROGRAMME FEES

- Residential (R):** ₹ 1,25,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,15,000/- 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 Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- 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 01, 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 a Proforma Invoice 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) & 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’s MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



Our correspondence address is as follows:

CMDP Office

Management Development Centre (MDC)

Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104

Phone: **Board** +91 33 7121 6000-01, #6012, 6016 | **Direct** +91 33 7121 6016

Email: [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in) | Weblink: <https://www.iimcal.ac.in/mdp/mdp-calendar>

**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)**