



# Value-based Negotiation **VbN**

## Negotiate Like a Pro!

### PROGRAM OVERVIEW

Negotiation & conflict resolution remain the top-order skills for future of work amidst technological disruptions. Most professionals negotiate intuitively and through trial & error.

Participating successfully in the VbN program will build your negotiation prowess with the gold-standard curriculum, field-tested across industries and geographies.

Unique learning impact with the power of **GROUP COACHING**

### PROGRAM LEARNING OBJECTIVE



#### LARN YOUR NEGOTIATION STATUS

- Know your default negotiation style and how to calibrate your style adjusting to other side
- Learn position vs interest-based negotiation



#### UNDERSTAND & APPLY VbN

- Understand VbN framework and apply it everyday negotiation
- Consistently create & claim 'value' in any negotiation



#### MASTER ASSERTIVE COMMUNICATION

- Learn the YNY technique for saying 'No' to unjust demands
- Use 'Labeling' & 'Mirroring' for striking rapport
- How to effectively open an offer and tackle 'anchors'



#### PUTTING IT TOGETHER

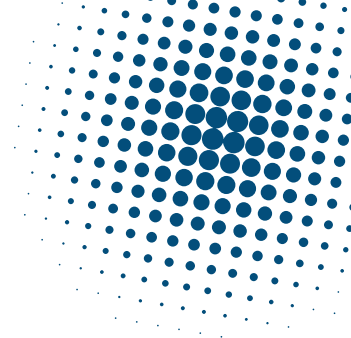
- Practice theory & tools using world-class & local case scenarios
- **Group coaching sessions for learning transfer**

Register Now!

(91)9834161149, 773 8058440

[www.gim.ac.in](http://www.gim.ac.in)

[mdpoffice@gim.ac.in](mailto:mdpoffice@gim.ac.in)



## PROGRAM OUTLINE

- Distributive vs. Integrative negotiations
- Conflicts and their anatomy and genesis
- Five negotiation styles and what's your default
- Principled negotiation & Value architecture
- Value-based Negotiation (VbN)
- Assertiveness in negotiation (Power of a Positive No)
- Asking great questions in negotiation
- Deep listening (NLP tools for beginners)
- Building on strategic alliances and relationships to sustain win-win outcomes

## HOW YOU'LL BENEFIT



Build next level of negotiation skills for any situation



Get better at intra/interpersonal exchanges for long-term relationships



Move ahead in career & a fulfilling life




VbN is currently the only program integrated with the **power of group coaching** ensuring real-market skill transfer to up your negotiation game.

## WHO'S THIS PROGRAM FOR

- Mid- Senior-level Executives
- Sales & Marketing Managers
- Purchase, Procurement & Supply-chain Professionals
- Human Resources Professionals

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## ABOUT THE FACULTY

Sadhan K Bhattacharya is a visiting faculty for the Indian School of Business (ISB, Hyderabad), Indian Institute of Management (IIM, Amritsar) for their regular, EMBA students and Executive Education programs. He is the Founder and Chief Curator at WhaleDone!LEARNING, a boutique learning & leadership development outfit. It's an outgrowth of his career spanning 3 decades in business, L&OD leadership and Executive Coaching.

Value-based Negotiation & Conflict Resolution (VbN) is one of the flagship programs designed, developed and researched based on the works of leading academicians from Harvard Law School.

He was instrumental in commissioning of this global program at two of the Fortune-100 companies saving \$2Mn in course development.

He has facilitated the course for over 2000 participants across 3 continents over the past 14 years.

## VBN PROGRAM MARKETS IN THE PAST

APAC, China, NAR & India

## PROGRAM DATES, REGISTRATION & FEES

**23, 24-Aug 2024 + 4 virtual group coaching every 15days**

**Last date to register 10-Aug 2024**

**Register here- <https://rb.gy/ccrkdq> or Scan the QR code here**

**Residential program fee INR 37000/ participant (applicable GST)**



Participants to make their own travel arrangements.

**Cancellation:** In the event of cancellation by the participants or the sponsor organization, a cancellation of 50% of course fee will be applicable.

**Register  
Now!**

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