

Art of Sales Negotiation Workshop

Speaker's Name & Designation: Mr. Himanshu Awasthi; Director, Prajeev Farm Solutions

Attendees- Agri-Business Batch 2021-23

Microsoft Teams Platform| July 16,2022| 11: 15 am – 1:15 pm| Participants- 50+

Synopsis:

On 16th July 2021, the batch of MBA - AB 2021-23 attended a workshop by Mr. Himanshu Awasthi, Director, Prajeev Farm Solutions. The topic for the session was "Art of Sales Negotiation."

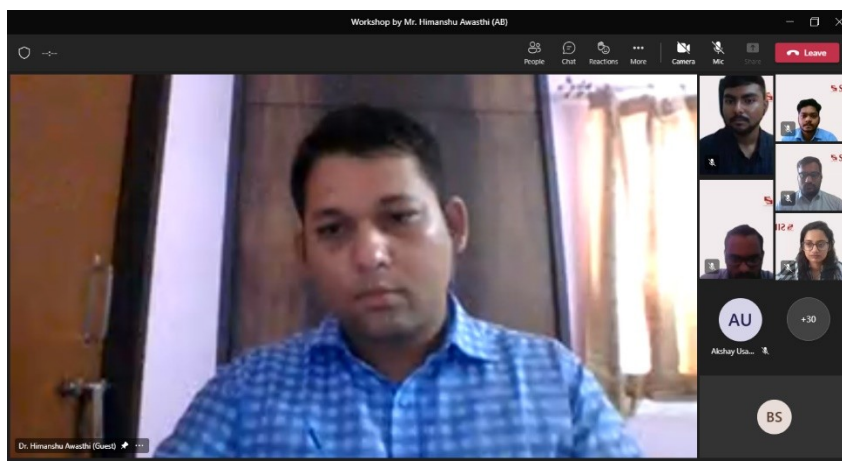
Mr. Himanshu initiated the session with a fundamental question "Is Negotiation only related to sales?" "No" is the answer from the audience; he appreciated the fact and said that negotiation is not only related to sales but is involved in all parts of life. He mentioned three qualities of being a good negotiator, 'patience,' 'good listening,' and 'having an open mind.' Saying the Holy Triangle of Sales, Mr. Awasthi talked about the balance to be maintained in the same, i.e. "Order the product," "Satisfaction post use of the Product or Service," and "Payment as per Terms." If there is a mismatch in any of the factors, the negotiation goes down. He highlighted several principles one needs to follow in life to be successful at negotiation, i.e. "keeping biases out," "Understanding the interest of the interested parties", and "Valuing options and not jumping to conclusions". Mr. Awasthi also gave some real-life problems to solve, enabling students to integrate the theory into application.

The session concluded with an intriguing round of questions and answers.

Feedback:

- 1) "The session was informative and gave an insightful understanding of correlating the real-world negotiations with the theory."
Bhavya Shree MBA AB Batch 2021-23
- 2) "The session went smooth, and I learned some excellent insights on negotiation. We are looking forward to more such sessions."
Suraj Datta, MBA AB 2021-23

Overall Feedback: The session was very informative and gave an insight into how sales are not just about selling the product but also about understanding the needs and values of the customer. Amongst this, it highlighted the importance of negotiation in sales.



Picture:s