



An Alchemists Ark Proposal

## Training Program: Win + Win Negotiations

1-day Classroom | or | 7 hrs. in Virtual Classroom (2 sessions x 3.5 hrs. each)

Alchemists Ark Contact: [sreeram.thiagarajan@alchemists-ark.com](mailto:sreeram.thiagarajan@alchemists-ark.com) | +91 98222 64955



## Why this 1- day Program on 'Win + Win Negotiations'?

### Is this true for you?

Your Salespersons are often succumbing to Customers' demands. Your Customers claim they are unhappy even after your Salesperson has given away too much! Unable to negotiate better deals, your Salespersons are pushing you for more & more discounts. And, the cycle continues! **Want to break this cycle? Want your Salesperson Negotiating as an Equal? If this rings a bell, read on!**

### What is the Solution?

You need to equip your Sales Team with a **Win+Win Way to Negotiate** that takes away the **transactional** nature of Negotiations, to an **enduring relationship**

## How will we Understand your Context?

We will take a **45-min Master-class from the Sponsor**; Also, **speak with a couple of Participants** as soon as we signup! We will also look at Negotiation Preparation Formats, your standard terms and conditions and some Purchase offers from clients

## What is our Distilled Wisdom on Negotiations?

**This is a chicken & egg situation:** Customers want to negotiate because they believe Salespersons inflate their prices; Salespersons inflate their quotes because they believe the Customer will Negotiate! As a result, **every Negotiation is transactional and the wear and tear leads to no real relationship with Customers. This can be changed!**

At the heart of the solution lies this Philosophy: **Win+Win or No Deal!** The Salesperson needs to first believe: **The customer needs us as much as we need the customer.** Second is to be **Prepared like a Professional.** When you enter the Negotiation with such a belief, plus the preparation required, you treat it like an **Engaging Conversation**, instead of a painful encounter. Thus, you better your chances of getting a Win+Win deal while building an **enduring relationship**

## What will be the Content of the Program?

- What are the Beliefs required to handle Negotiations
- Negotiations are Conversations!
- What are the Different Kinds of Negotiators
- What are Typical Ploys used by Negotiators? How to best handle these Ploys
- How to Prepare for a Negotiation like a Professional
- The Structure of Negotiations
- The Actual Negotiation-Phase 1: Building Understanding
- The Actual Negotiation-Phase 2: Proposing, Bargaining & Agreeing
- Closing Energisingly

In addition, a WhatsApp Group will be available for 45 days post-program for any clarifications/support

## What will be the Outcome of this Program?

At the end of this program, your team will have the required **beliefs** to Negotiate like an **Equal**. Your team will know how to 'Prepare like a Professional' for a Negotiation. And, they will know how to go about the actual negotiation in a structured manner. Expect participants to learn a **few effective habits** that will go a **long way in helping your sales efforts!**

## What will be your Investment? What will be the terms?

**Mode:** 1-day in Classroom | or | 7 hours in Virtual Classroom (2 Nos x 3.5 hr. Sessions)

**Trainer:** Thiagarajan Sreeram, Director Alchemists Ark will train, supported by a Consultant

**Investment:** **Rs. 1.5 lacs/ batch** (10-15 participants) + GST

## Terms:

- Costs of travel and stay, if any, related to the project will be to your account on actuals
- Invoice will be raised on delivering the Program
- We are a registered MSME. Invoices are to be paid within 45 days. Delays liable to 14% interest
- **Validity:** This Quote is valid for 30 days

## The Alchemists Ark Pvt. Ltd. (TAA)

The Alchemists Ark (TAA) is a **Pune-based, Sales & Distribution, Consulting + Training + eLearning Company**. We support Growth by **Radically Simplifying Sales** thru' Insights, Strategy, Structure, Policy, Processes & Training. Founded by **Raymond Moses**, 60 (alumnus of **IIT Kanpur, HLL & Castrol**), this business is led by Thiagarajan Sreeram, 58 (alumnus of **REC Trichy, IIM-A'bad, Batliboi, Castrol**). We have closely worked with leading brands in India:

## B2B:

- Industrial Consumables Selling:** **Castrol Industrial** (Industrial Lubes), **Foseco** (Metallurgical Chemicals), **ITW Signode** (Packaging Consumables & Spares), **Lubrizol** (Lubricant Additives)
- Project Selling:** **FirePro** (Fire Safety Projects), **Mahindra Powerol** (Gensets), **Nuvoco** (Ready-mix Concrete), **OTIS** (Elevators), **Fronius** (Welding Equipment)

## B2B2C: Vehicle Selling thru' Trade

- Auto Sales:** **Bajaj** (3-Wheelers), **Mahindra** (MUVs, Tractors, Trucks, 2W), **Toyota** (Cars)

## B2B2C: Distributive/ Trade Selling

- Auto Aftermarket:** **Bajaj** (CV Spares - Domestic & International), **Bosch**, **Castrol** (Lubes), **Fleetguard** (Auto Filters), **Goodyear** (Tyres), **Gulf** (Lubes), **Maruti Suzuki** (Spares), **Mahindra** (Spares), **Michelin** (Tyres), **SKF** (Bearings), **Tata** (CV Spares, AMC, Refurbishing)
- Rural/ Agri:** **Driptech** (Drip Irrigation), **Everest** (Roofing), **Kirloskar** (Agri Pumpsets), **Mahindra** (Tractors), **Mahindra Finance** (Finance), **Mahyco** (Seeds), **Monsanto** (Seeds)

*With our deep expertise and experience of working in Customer Management for the last 33+ years, we are confident of delivering great Value!*

## What do our Clients say about us?



**Atul Joshi**, VP- HR, **Mahindra & Mahindra Ltd, Mahindra Finance**

"Their commitment is manifested in their planning, deep insighting and delivering to promise with a delight"



**Rahul Chopra**, Sr. VP & Head of Roofing Business, **Everest Industries**

"They are probably the best sales training outfit we have worked with. They do in-depth study and research. They have added great value to our sales & marketing efforts"



**David Hughes**, (Former) President, **Foseco Foundry BU**

"Foseco engaged Alchemists Ark to support a complete review of the sales strategy and structure. Now, 15 years on, the Solutions Partner Strategy remains one of the best value-based industrial marketing strategies I have encountered"

## What is the Next Step?

Go-ahead on this Proposal within the validity period of 30 Days