

# “Successful Selling and Negotiation Skills” Workshop

Felicitation Ceremony: October 22, 2016

IIBM hosted felicitation ceremony for the certification course “**Successful Selling and Negotiation Skills**”, on **October 22, 2016**.

The program was graced with the presence of Mr. K Thomas-Honorable secretary of VES, Prof. V S Bhakre- course trainer, Dr. M. Sreedharan-Director of IIBM, Prof. Ketaki Ghatole- Course Coordinator and students.



“Selling and negotiation is an art and science as it involves creativity, critical thinking, cautious analysis of the situation and adaptability to the conditions.” Marketing batch 2015-17 experienced this through the rigorous workshop “Successful Selling and Negotiation Skills” which was conducted by Prof. V S Bhakre. The workshop revolved around sales training basics, marketing in the 21st century, customer value proposition, seven steps of selling-how to adopt in sales management, Approach--customer questioning & negotiation skills, self brand building exercise. Prof. V S Bhakre augmented the workshop with contemporary case studies.

Mr. K Thomas-Honorable secretary of VES; shared his experience and challenges as a businessman with students, emphasizing the scope of selling and negotiations, ambit of relationship management in his day-to-

day business activities and dealing. He advised students to see opportunities more objectively.

IIBM students traversed the memory lanes from sales management workshop and completed the feedback loop, by sharing their experiences and learning.

Marketing Specialization Students of Batch 2015-17 were awarded with the certificates as part of successful completion of the workshop.

The program was concluded with vote of thanks.

***Resource Person: Prof. Ketaki Ghatole***