



**CHRIST**  
(DEEMED TO BE UNIVERSITY)  
BANGALORE · INDIA

# Report of Webinar on **Mastering Negotiation Skills**

Organised by CHRIST Consulting

**Date:** April 07, 2020

**Venue:** Zoom Meeting

**Time:** 11AM – 1PM

**Facilitators:** Dr Jeevanand S and Prof Divakar G M

*Bothunkaleem*

## Key Takeaways of the Webinar:

1. Negotiation skills know how
2. Price vs Value
3. Deploying effective strategies
4. Making Counter Offers
5. Conducting negotiations with clients – the Do's and Don'ts
6. Flexibility vs Rigidity – position taking
7. CHRIST quality at its best

## Session Plan:

- 11:00 – 11:45: Introduction to negotiation skills
- 11:45 – 12:30: Case studies and questions
- 12:30 – 1:00: Further elucidation and wrap up

## Details of Facilitators:

### 1. *Dr Jeevanand S*

Associate Dean,  
Institute of Management,  
CHRIST (Deemed to be University)

Dr Jeevananda S has over 22 years of industry and teaching experience. He has worked with telecom service providers and the electronics industry for nearly thirteen years in the area of corporate sales and strategies. He has worked as a visiting faculty at various MBA institutions for over 10 years prior to joining Institute of Management, Christ University as a full time academician and researcher in the year 2009. Besides active consulting, he has presented and published more than 25 articles at various National and International conferences and refereed Journals.



*Beethumbaleem*

He received his M B A specialized in the area of Marketing, Master of Foreign Trade (M F T) specialized in International Trade, M Phil in Management, and Ph. D in Management. He is an alumnus of MDP - IIM Ahmedabad.

## **2. Prof Divakar G M**

Assistant Professor

School of Business and Management

CHRIST (Deemed to be University)

**Prof. Divakar G M** is presently working as Assistant Professor at School of Business and Management, Christ University. He is also the Academic Coordinator for the MBA programs with Virginia Commonwealth University, USA and Western Michigan University, USA. He has 20 plus years of cross functional experience in areas of Supply Chain Management, Warehouse/Logistics Operations, Space Utilization/Configuration, Innovation, Design Thinking and Business Analysis & Consulting. He is a strategic planner with expertise in implementing cost saving measures to achieve reduction through negotiation skills. He was awarded “Karnataka Rajyotsava” in 1993 for proficiency in the education field. He has presented and published articles at various National and International conferences and refereed Journals and is pursuing his PhD from Visvesvaraya Technological University, Belagavi.



*Beethumbaleem*

## Details of Webinar:

“Mastering Negotiation skills' ', a virtual webinar was organised via Zoom Meetings for all faculty members of Christ (Deemed to be University) on April 07 2020. Facilitated by Dr. Jeevanand S, the Associate Dean, Institute of Management, CHRIST (Deemed to be University) and Prof Divakar G M, an Assistant Professor, School of Business and Management, CHRIST (Deemed to be University), the webinar was based on introduction to negotiation skills and the unsaid rules for the same. The webinar was attended by 26 faculty members across various departments.

Dr. Jeevanand S spoke elaborately on the know-how of negotiation skills, practicing them in a manner such that we reach an agreeable solution benefiting all involved. He moved on to speak about price and value and the importance of these two concepts in any negotiation. Strategy formulation for negotiation is vital and thus, the attendees were briefed on effective strategies that can be beneficial during any negotiation sessions.

Prof Divakar G M then took over to introduce the concept of making counter offers during the process of negotiation. Counter offers present the original offerer with three options of accepting, rejecting or making another offer to the party, giving the decision-making baton in their hands, said the facilitator. He then briefed about a very important topic under this branch - “the Do’s and Don'ts” when conducting negotiations with clients. Lastly he briefed about the necessity to change our stance and positions from flexible to rigid under different situations while entering into negotiations.

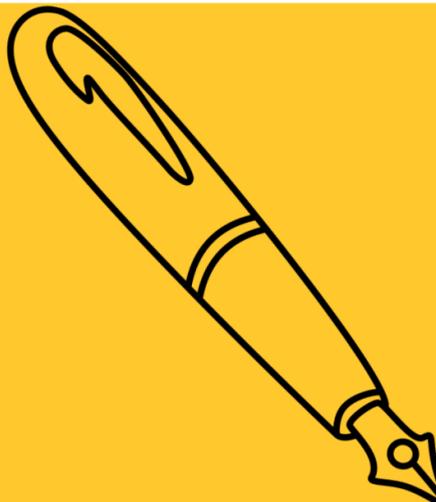
Before the QA session commenced, where all attendees enthusiastically interacted with the facilitators, the quality of negotiations at CHRIST (Deemed to be University) was given as a practical example to sum up the webinar. The session concluded with a vote of thanks to the facilitators and the faculty members.

*BeThumkalem*

## Participants List:

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Brochure:



# MASTERING NEGOTIATION SKILLS

## SPEAKERS

**Dr Jeevanand S**  
Associate Dean,  
Institute of Management,  
CHRIST (Deemed to be  
University)

**Prof Divakar G M**  
Assistant Professor  
School of Business and  
Management  
CHRIST (Deemed to be  
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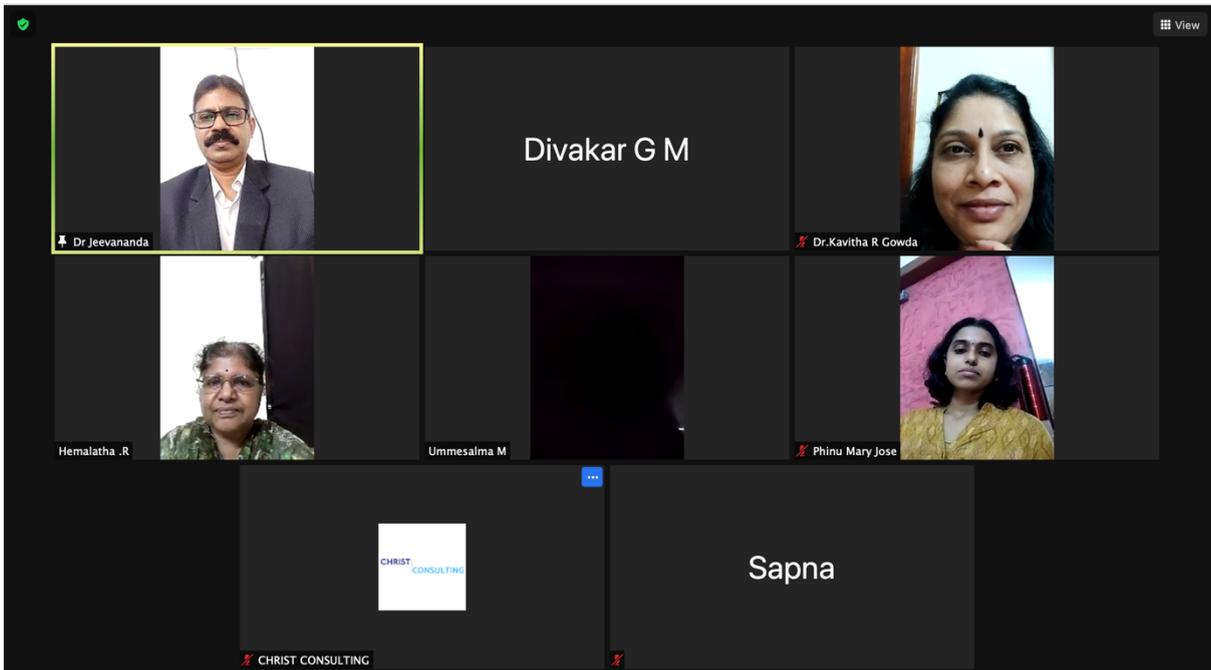
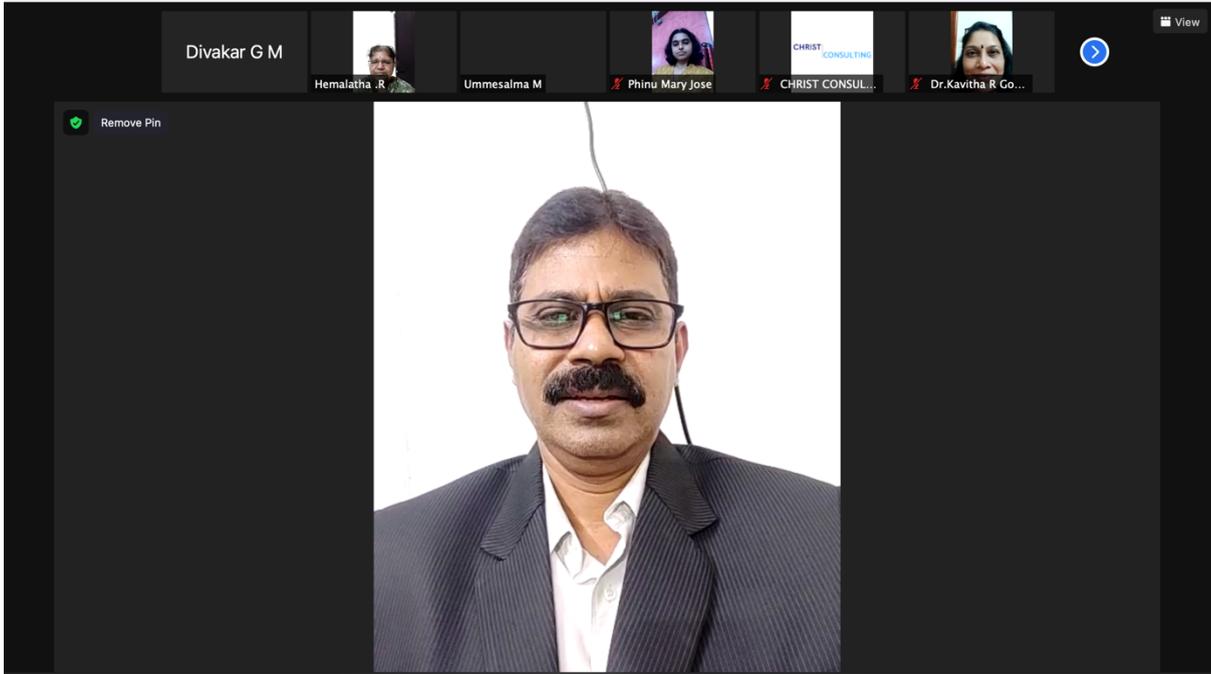
## KEY TAKEAWAYS

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2. **Price vs Value**
3. **Deploying effective strategies**
4. **Making Counter Offers**
5. **Conducting negotiations with clients – the Do’s and Don’ts**
6. **Flexibility vs Rigidity – position taking**
7. **CHRIST quality at its best**

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## Photos:



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