



S P Jain
School of Global
Management

DUBAI • MUMBAI • SINGAPORE • SYDNEY



IMPACTFUL SALES NEGOTIATIONS FOR
WINNING CLOSURES



SP Jain School of Global Management is an Australian business school that provides modern, relevant and practical global business education. With campuses in the dynamic business hubs of Dubai, Mumbai, Singapore and Sydney, SP Jain is renowned for offering multi-city undergraduate and postgraduate programs. For its flagship Global MBA program, the school has been ranked by reputed international publications such as Forbes, Times Higher Education–Wall Street Journal and The Economist. Globally intelligent and culturally agile, an SP Jain graduate is empowered with the skills and confidence to drive decisions and take on the global challenges of the 21st century.



PROGRAM OVERVIEW

The Impactful Sales Negotiations for Winning Closures Program equips sales professionals with practical frameworks, psychological insights, and field-tested negotiation strategies to drive decisive closures without compromising long-term relationships. Participants learn how to diagnose negotiation situations, manage power dynamics, counter hard bargaining tactics, and move negotiations from deadlock to agreement.

Designed for mid- to senior-level sales leaders, the program blends concepts of Distributive and Integrative Negotiations, real-world sales scenarios, and a high-impact Capstone Sales Simulation. This immersive learning experience enables participants to practice deal-making conversations, test anchoring and mirroring techniques, and sharpen their ability to close complex sales under pressure.

LEARNING OUTCOME

By the end of the program, participants will be able to:

- Apply a structured negotiation approach to progress sales conversations toward closure
- Use Distributive Negotiation tools to protect value, margins, and deal terms
- Confidently handle hard negotiators, aggressive buyers, and procurement-led negotiations
- Effectively apply anchoring and mirroring techniques to influence outcomes
- Diagnose interests vs. positions and deploy Integrative Negotiation techniques for win-win closures
- Combine Distributive and Integrative strategies to close high-stakes, multi-variable sales deals
- Navigate negotiation deadlocks and convert objections into agreement

WHO SHOULD ATTEND

This program is ideal for:

- Mid to Senior Sales Professionals
- Business Development Managers
- Key Account Managers
- Sales Leaders handling complex, high-value negotiations

PROGRAM DURATION

2 Days | 12 Hours (Virtual Live Executive Learning)

PEDAGOGICAL APPROACH

- Interactive faculty-led sessions grounded in global best practices
- Case studies/ Roleplays / simulations drawn from real business contexts
- Group discussions and peer learning across industries
- Hands-on tools and templates for direct application
- Executive-level facilitation focused on relevance, depth, and practicality



PROGRAM ARCHITECTURE

Theme	Readings/ Articles/ Cases	Pedagogy
Introduction to conflict and the evolution of negotiation as a tool for resolution		Interactive Discussion
Introduction to Distributive Bargaining	The language of negotiations through a Case Study	Buying an Office Case
Processes and Tactics – Distributive bargaining,		Engaged Learning
Strategies for used in Distributive Bargaining	Simulation: Sally Soprano	Engaged Learning
BATNA, Hardball Tactics		Discussion
Integrative Negotiations	Video Workshop	Video Film Discussion
Integrative Negotiations Interests versus Positions Invent options, Mutual Gain	Simulation: Mars Pen International Negotiation Case	Case Study
Seating Arrangements, Assigning Priorities		Engaged Learning
Cross Cultural Negotiations Roles People Play	Case Study: Mars Pen	Simulation
Anchoring and its use in negotiation	Case: Presidential Campaign	Case Discussion
Mirroring technique to engage your opposite number		Video film discussion
Simulation	Sales Simulation NSPL	Interactive learning through Participation

FACULTY MEMBERS PROFILE

He is a professor for Negotiation & Conflict Resolution Personal Effectiveness, Leading Teams & Organizations (Simulation). He has 20 years of training experience and have trained most of the leading organizations in Asia.

Corporate Training Areas

Customer Relationship, Management, Selling Skills, Brand Management, Service Marketing, Sales Management, Training Salesmen, motivating a Sales Team, Distribution Management, Building Winning Teams, Effective Communication, Corporate Communication, Time Management, Negotiation Skills and many more.

Certifications

- MBTI (Myers & Briggs Type Indicator) International Certified Practitioner
- NLP (Neuro Linguistic Programming) Conducted by Dr Richard McHugh
- 21st Century Selling Strategies Conducted by Brian Tracy

Companies trained

Frontier Pearson Publications, NABARD, Bharat Petroleum (BPCL), Jindal Steel Works (JSW), Lanxess Ltd. (Bayer's), FSS Ltd , Xceed Tooling, ABN Amro Bank Pune, abic Baroda, National Agri Research Institute, NAARM, Hewlett Packard, Baramati Agro Ltd, Godrej Agrovet Ltd, Clariant India Ltd and many others



Dr. Hansel DSouza

Professor & Corporate Trainer

CONTACT US

DUBAI

S P Jain School of Global Management
Block 5, Dubai International Academic City,
P. O. Box 502345
Dubai, UAE

MUMBAI

S P Jain School of Global Management
First Floor, Kohinoor City Mall,
Premier Road, Kurla West, Mumbai, 400070

SINGAPORE

S P Jain School of Global Management
10, Hyderabad Road, Singapore 119579

SYDNEY

S P Jain School of Global Management
5 FIG Tree Drive, Sydney Olympic Park,
Sydney, NSW 2127, Australia

FOR MORE INFORMATION PLEASE CONTACT:

Irfan Sahid: +91 7738296396
Email: Irfan.sahid@spjain.org

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