

Programme on

# Mastering Strategic Negotiations and Persuasion for High-Stakes Deals

(December 01-03, 2025)



**Administrative Staff College of India**  
(accredited as उत्कृष्ट by Capacity Building Commission, GoI)

## PROGRAMME OVERVIEW

In today's competitive business environment, strategic negotiations go beyond securing favourable terms—they focus on maximising value, strengthening relationships, and ensuring long-term sustainability. Whether in Sales and Business Development, Industrial Relations (IR) and Employee Negotiations, or Procurement and Vendor Management, professionals must influence, persuade, and create win-win solutions in complex, high-stakes scenarios,

This intensive three-day programme will equip PSU leaders with structured negotiation frameworks, advanced persuasion techniques, and multi-stakeholder management skills. Participants will learn to plan negotiations strategically, leverage data-driven insights, manage conflicts, and confidently navigate cross-functional and multi-party discussions. The programme integrates real-world case studies, simulations, and AI-driven negotiation strategies to ensure immediate applicability in government contracts, large-scale procurements, workforce negotiations, and high-value sales engagements.

### OBJECTIVES

- ◆ Develop advanced negotiation strategies
- ◆ Strengthen persuasion and influencing skills in multi-stakeholder negotiations
- ◆ Enhance negotiation capabilities in sales and business development
- ◆ Build expertise in procurement and vendor negotiations
- ◆ Improve conflict resolution skills in IR and employee relations
- ◆ Leverage data, AI, and analytics for better negotiation outcomes
- ◆ Master multi-party, cross-functional, high-stakes negotiations
- ◆ Inculcate ethical, legal, and compliance-driven practices in negotiations

- ◆ Legal, ethical, and compliance considerations in negotiations
- ◆ Group presentations and feedback session

The pedagogy includes lectures, role-plays, outbound exercises, case studies, self-assessment quizzes, simulations, and panel discussions

### METHODOLOGY

The programme employs an interactive and experiential learning approach, incorporating:

- ▶ Case-based discussions
- ▶ Simulations and role-plays
- ▶ Data and AI-driven negotiation exercises
- ▶ Peer learning through group activities
- ▶ Panel discussions with industry experts
- ▶ Self-assessment tools for skill evaluation

### CONTENT

#### Day 1: Foundations of Strategic Negotiations

- ◆ Introduction to negotiation frameworks and key principles
- ◆ Mastering persuasion and influence techniques
- ◆ Strategic sales and business development negotiations
- ◆ Case study analysis and application

#### Day 2: Advanced Negotiation Techniques

- ◆ Procurement and vendor negotiations for cost optimisation
- ◆ Data & AI-driven strategies in negotiations
- ◆ Employee and IR negotiations
- ◆ Role-play and simulation-based assessments

#### Day 3: Multi-Stakeholder & High-Stakes Negotiations

- ◆ Multi-stakeholder and cross-functional negotiations
- ◆ Conflict resolution strategies for complex scenarios

### FACULTY PROFILE

The programme will be led by **Prof Venkata Emani**, Faculty at the Centre for Management Studies, ASCI. With nearly 30 years of industry and academia experience. He is an alumnus of IIM Ahmedabad and was an exchange scholar at the University of Texas at Austin. He has held leadership roles at BPCL (a 'Maharatna' PSU) and Det Norske Veritas AS (an MNC), in addition to serving at NMIMS University before joining ASCI.

He has conducted numerous training programmes and consulting assignments for leading organizations such as IOCL, BPCL, HPCL, Cairn India, GAIL, NMDC, ONGC, Reliance, MGL, GSPC, Essar Oil, Coromandel Fertilizers, NPCIL, SOI, OFB, RINL, DRDO, PMJ Jewels, Canara Bank, NAFED, SAIL, and SBI Life, Central Bank of India among others in the public and private sectors.

### PARTICIPANT PROFILE

This programme is designed for middle and senior-level sales and business development professionals. It is particularly suited for Sales Managers, Team Leaders,

Directors, and Senior Executives in B2B sales across industries such as Banking, Financial Services, and Insurance (BFSI), Oil & Gas, Energy, Petrochemicals, Telecom, IT, Pharma, Retail, Consumer Goods, Tourism, Hospitality, and Fertilizers. Participants will gain actionable insights and practical frameworks to drive successful negotiations within their respective sectors.

### **Organisational sponsorship is essential**

### **VENUE**

The programme is fully residential and the participants will be accommodated in air conditioned single occupancy rooms. The college does not provide accommodation for the family. The college is Wi-Fi enabled in a comprehensive way.

### **DURATION**

The programme duration is 3 days starting from **December 01-03, 2025**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

### **PROGRAMME FEE**

**Residential Fee: Rs. 43,700/-** (US \$ 683 for foreigners) plus GST as applicable (presently 18%) per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

**Non-Residential Fee: Rs. 37,700/-** plus GST as applicable (presently 18%) per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before **November 28, 2025**.

**Note:** Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/25-26/1/99)** e-mail to: [poffice@asci.org.in](mailto:poffice@asci.org.in) for confirmation.

### **Bank details are given below:**

#### **For Indian Participants :**

Bank Account Number 62090698675  
Beneficiary Name Administrative Staff College of India  
IFSC Code SBIN0020063  
Bank Name State Bank of India  
Branch Address Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

#### **For Foreign Participants:**

Bank Account Number 62090698675  
Beneficiary Name Administrative Staff College of India  
Swift Code SBININBB327  
Bank Name State Bank of India  
Branch Address Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.  
Country India

### **MEDICAL INSURANCE**

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominees' medical coverage in the event of hospitalization.

### **LAST DATE FOR NOMINATION**

Please use the prescribed/attached form. Last date for receiving nominations is **November 24, 2025**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

### **LAST DATE FOR WITHDRAWAL**

**November 26, 2025**. Any withdrawals after this date will entail forfeiture of fee paid, if any.

### **ASCI ALUMNI ASSOCIATION**

Participants of the College programmes will automatically become members of the ASCI alumni association.

### **CERTIFICATE OF PARTICIPATION**

The College issues a Certificate of Participation on conclusion of the programme.

**Programme Director**

**Venkata K Emani**

Email: [venkatakrishnae@asci.org.in](mailto:venkatakrishnae@asci.org.in)

**Administrative Staff College of India (ASCI) is taking all the precautionary measures and following all the norms (in light of COVID 19) to provide a safe environment for the participants who are visiting our Campus to attend the Training Programmes.**



## ABOUT ASCI

ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,76,500. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2025-26.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



### **Administrative Staff College of India**

Bella Vista, Raj Bhavan Road, Khairatabad,  
Hyderabad - 500 082, India.

**Telefax (Programmes Office) : 0091-40-23324365**  
Mobile: 9246203535, Phone : 0091-40-66534247  
Fax : 0091-40-66534356

### **College Park Campus**

Road No. 3, Banjara Hills,  
Hyderabad - 500 034.  
Tel: 040-66720700 / 01 /02 /05  
Fax : 040-66720725

### **Delhi Campus**

C-24, Institutional Area  
South of IIT, Behind Qutub Hotel  
New Delhi-110 016.  
Tel: 011-26962204, 26961750, 26961850



**ADMINISTRATIVE STAFF COLLEGE OF INDIA**  
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

**Nomination Form**  
**Programme on**

**Mastering Strategic Negotiations and Persuasion for High-Stakes Deals**  
**(December 01-03, 2025)**

**Nominee's Contact Information :**

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____ Home : _____
e-mail :	_____	Fax :	_____

**Sponsor's Details**

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN No. :	_____
Address :	_____
	_____ Pincode : _____
Phone(s) :	(Off) : _____ (Mobile) : _____
e-mail :	_____ Fax : _____

**Fee Particulars**

Amount Payable :	Mode of Payment (DD/Chq/NEFT) :
Name of the Bank :	Date of Instrument/Transfer :
Instrument Number :	UTR Number for NEFT :

**Medical Insurance**

Name of the Insurance Agency	Policy Number	Validity upto

**Note :** Coverage should be available in Hyderabad, India

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Sreenivasa Reddy, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in