



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107

Department of MBA

Report Submission: 07/07/2026

Semester: Even		Academic Year: 2025–26	Venue: MBA AUDITORIM, Acharya Institutes
Event Date: 20/05/2026	Time: 10 AM to 01:00 PM	Duration: 3 Hours	
TYPE OF EVENT: WORKSHOP			
EVENT NAME: APPLIED SALES AND NEGOTIATION SIMULATION			
Target Audience:	MBA II SEM Students	Number of Participants:	85

Objectives:

- To enhance practical sales and negotiation skills among management students.
- To develop communication, persuasion, and conflict-resolution abilities.
- To provide hands-on exposure to real-time business negotiation scenarios.

Program Introduction:

The Department of MBA organized an “Applied Sales and Negotiation Simulation” session to provide students with experiential learning in professional sales strategies and negotiation techniques. The program focused on practical business interactions, decision-making, and persuasive communication.

Theme of the Event: “Experience the Art of Real-Time Selling.”

It provides students with a dynamic platform to apply sales strategies, negotiation skills, and decision-making in simulated business environments. The event enhances practical learning by transforming classroom concepts into hands-on industry-oriented experiences.

Resource Person(s): DR.KIRAN L MANEY

ASSOCIATE PROFESSOR, HEAD OF DEPARTMENT, DEPARTMENT OF MBA
ACHARYA INSTITUTE OF GRADUATE STUDIES

Detailed Report:

The Department of MBA successfully organized the “Applied Sales and Negotiation Simulation” on 20/05/2026 at the MBA Auditorium from 10:00 AM to 04:00 PM. The program was conducted with the objective of providing students with practical exposure to sales management techniques, business



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107

communication, and negotiation strategies used in real corporate environments. The event witnessed enthusiastic participation from MBA students, faculty members, and coordinators.

The session commenced at 10:00 AM with a formal inauguration and welcome address delivered by the faculty coordinator. The participants were introduced to the significance of sales and negotiation skills in modern business organizations. The coordinator highlighted how effective communication, persuasion, and strategic thinking play a vital role in achieving successful business outcomes and maintaining professional relationships.

The first session began at 10:30 AM with an introduction to the fundamentals of sales processes, customer relationship management, and negotiation principles. The resource persons explained different stages involved in sales interactions, including customer approach, identifying customer needs, product presentation, handling objections, and closing sales deals. Students were encouraged to understand customer psychology and the importance of active listening and confidence while interacting with clients.

As part of the simulation activity, students were divided into teams and assigned various business scenarios involving buyer-seller interactions, pricing negotiations, conflict resolution, and decision-making situations. Each team actively participated in role-play exercises designed to replicate real-time corporate challenges. The activities allowed students to practice persuasive communication, teamwork, and negotiation tactics in a competitive yet collaborative learning environment.

The resource persons monitored the simulation exercises and provided continuous guidance and feedback to participants. Students demonstrated creativity, analytical thinking, and problem-solving abilities while handling simulated negotiations and sales discussions. The practical exercises helped them understand the importance of preparation, strategic planning, confidence, and professionalism in business communication.

After the lunch break, the afternoon session focused on advanced negotiation techniques and methods for handling difficult customers and business conflicts. The speakers discussed strategies for achieving win-win outcomes, building long-term client relationships, and maintaining ethical business practices during negotiations. Case studies and examples from real business situations were shared to provide students with better industry exposure and practical understanding.

The interactive nature of the session encouraged students to ask questions and actively engage in discussions with the resource persons. Participants shared their experiences and viewpoints regarding negotiation strategies, communication barriers, and customer management practices. The session also emphasized the importance of emotional intelligence, leadership qualities, and adaptability in achieving professional success.

Towards the end of the program, the resource persons evaluated the performances of the participating teams and appreciated their enthusiasm and active involvement. Constructive feedback was provided



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107

regarding communication style, negotiation approach, teamwork, and presentation skills. Students expressed that the simulation activities helped them gain confidence and improve their practical understanding of sales and negotiation concepts.

The event concluded at 04:00 PM with a vote of thanks delivered by the student coordinator, who expressed gratitude to the resource persons, faculty members, and participants for their valuable contribution and active participation. Overall, the “Applied Sales and Negotiation Simulation” program was highly informative, interactive, and successful in enhancing the practical knowledge and managerial skills of MBA students.

Geotagged Photographs:



Instructions given to students by Dr. Kiran L Maney



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107



Negotiation started by team 6



Negotiation by Shahabas for orange coin exchange



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107



Transaction details entry by student



Second Round of negotiation



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107



Closing round of negotiation

Outcomes:

1. Students developed practical sales presentation and negotiation skills.
2. Participants improved their confidence, communication, and teamwork abilities.
3. Students gained real-time exposure to business negotiation and decision-making processes.

Conclusion:

The “Applied Sales and Negotiation Simulation” program proved to be a highly beneficial and engaging learning experience for MBA students. The event successfully combined theoretical concepts with practical applications, enabling participants to understand the importance of effective sales strategies, communication techniques, and negotiation skills in the corporate world. Through role-play activities, team discussions, and business simulations, students gained valuable exposure to real-time business situations and learned how to handle customer interactions, pricing discussions, and conflict resolution professionally.

The participants actively involved themselves throughout the session and demonstrated enthusiasm, creativity, and teamwork during the simulation exercises. The resource persons provided insightful guidance, practical examples, and constructive feedback, which helped students improve their confidence and professional communication abilities. Students appreciated the interactive learning approach and expressed that the event enhanced their understanding of strategic negotiation, customer relationship management, and decision-making skills.

The audience feedback was overwhelmingly positive, with participants stating that the workshop was informative, practical, and career-oriented. Many students highlighted that the simulation activities



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh Bengaluru City University)

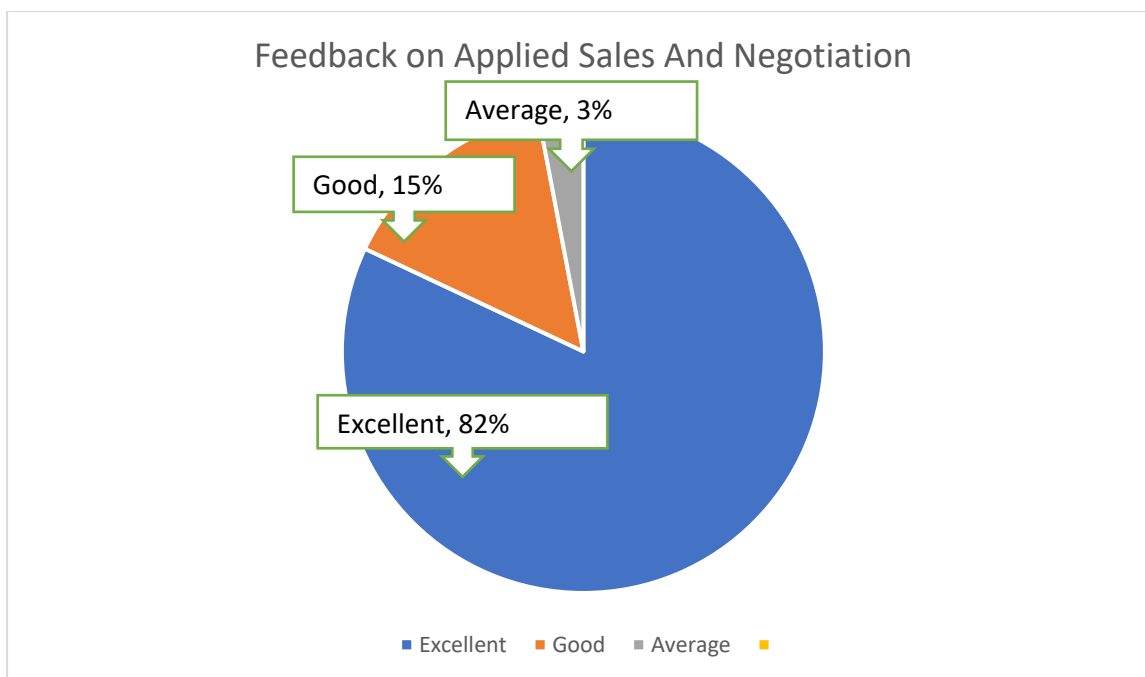
Soladevanahalli, Bengaluru-560107

improved their interpersonal and managerial competencies. Overall, the event was successful in achieving its objectives and provided students with industry-relevant exposure and experiential learning opportunities essential for their future professional growth.

Audience Feedback Summary:

Student Feedback Analysis – Sales and Negotiation Pitch Event

- **Excellent:** 82% of the students rated the event as excellent due to the interactive activities, real-time selling experience, and opportunities to improve communication and negotiation skills.
- **Good:** 15% of the students rated the event as good, appreciating the practical exposure to sales strategies, teamwork, and presentation techniques.
- **Average:** 3% of the students rated the event as average and suggested including more industry examples and extended interaction sessions.





ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107