

Maxwell Centre for Industrial Training and Development
Conducts

ONE Day Training Program On

Selling strategies for Managers

Date : 22nd May 2018, Tuesday
Time : 9.00 a.m. To 5.00 p.m.
Venue : **Hotel Hyatt Regency**
Teynampet

Faculty : **Dr. Abhishek Tiwari**

Introduction

In today's extremely competitive business environment, having any advantage over the competition is useful. One of the most important tools that a company can have to ensure that stay one step ahead is a strong sales team.

Our sales training program provides sales professionals the critical skills they need to become high performers. This program is built on the premise that buying decisions always involve two sides – your customer's purchase process and your sales process – and trains sales professionals to apply the appropriate selling skills and techniques to advance customers through their purchase process. The better trained your sales team is, the better results for your entire company.

Training Methodology

This training program is delivered with the needs of adult learning requirements in mind. As a result the program is highly interactive. Instructor plays the role of learning facilitator and encourages everyone to contribute in the program.

An Appropriate mix of the following techniques and tools may be used:

- Interactive Lectures
- Individual Exercises
- Structured Exercises
- Case Study

- Role Plays
- Video Clipping
- Reading Material
- Mix of above techniques and tools will ensure high level of retention and application on the job.
- It has been our experience that in such program if the number of participants is greater than 20, the effectiveness of the program goes down. We, therefore, recommend that the participants in each program should not exceed 20.

Objectives / Benefits of the Workshop

- To verify the importance of sales for individual and organizational development
- To address the concerns about basic 3 business development terms:
Selling skills; Sales management & Customer Orientation
- To appreciate the role of sales team in business development process
- Demonstrate the appropriate selling techniques & cross selling strategies
- Working with Preparations for Pre & Post customer interaction and support activities
- Dealing with difficult and other variety of customers
- Developing sales scripts
- Working on presentation skills
- Managing sales figures and sales forecasting
- Gaining confidence about self, product and company

STEP

Sales Training for Efficient Productivity

Indicative Schedule (1 Day)

Topics

- Introduction & Objectives
- Understanding elements of typical sales system (PARETO, SPANCO, STP)
- Language based approach in sales (Sales Script)
- Product /Service Demo (FAB, USP)
- Negotiation and Handling Objections
- Sales Analysis
- Sales Closure
- The Untold Secrets of Sales
 - Fall in Love With Your Product
 - A²BC Law
 - Eating the whole pie
 - ERV vs. NCA
 - Higher Price Products can be sold easily
 - No.xlx
 - Influence The Influencer
 - Learn to Sell It To Dis-satisfied Customers
 - Be a Seller For Your Buyer
- Open House Questions by Participants related to their individual concerns on sales
- Program Closure

Rs. 5,000/-per participant+ 18% GST.

GSTIN : 33AFKPG7543M1Z5 SAC CODE : 999293 (Commercial Training and Coaching Services)

It Covers course Material, grand buffet Non veg. Lunch & refreshment Cheque / DD drawn in favour of "**Maxwell Centre for Industrial Training and Development**".