

Course Title: The Science of Selling

Duration: 6 hours

Module – 1: What do you mean Both-Way Communication?

- Techniques
- Manager to IC (Individual Contributor) & Vice Versa

Module – 2: Power of Observation

- Why it is needed?
- How to improve it?

Module – 3: Two Minute Drill

- CxO Calling Skills
- Mastering the Art

Module – 4: Understanding Sales Funnel

- Pipeline Shape
- Pipeline Size

Module – 5: Coaching Methods - Manager & Individual

- How to apply different techniques during Quarter – end / Quarter - beginning

Module – 6: Importance of Deal Size & Self-discipline in Sales to be Successful

- Different Sales Strategies to mitigate risk

Module – 7: Account Management Skills - Negotiation Skills/RACI Model

- Development of Account Business Plan

Module – 8: Skills for Career Growth

- Internal/External Mapping

Module – 9: Sales/Partner Maturity Model

- Quantitative Analytics
- Applying Techniques

Module – 10: Predictive Modelling

- Improving Managerial Skills
- Predictive Analytics