

ONE-DAY WORKSHOP ON

Selling Dynamics

“Convert Value into revenue, keep business alive.”

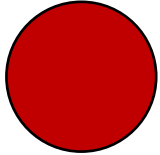


Resource Person

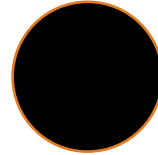
Dr. Sanjay Saxena
Human Potential Architect

+91-7408424211
sanjay.saxena.lms@gmail.com

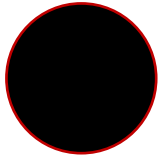
How Will This Workshop Benefit the Participants?



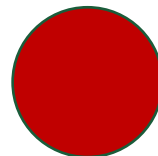
Participants will learn about sales attitude, persuasive communication, and how to convert a generic product into a potential product.



The workshop will boost their confidence and reduce their fear of rejection.



They will learn about sales presentation and negotiation, handling tough customers and objections, and closing deals.



They will learn how to manage the dealer network.

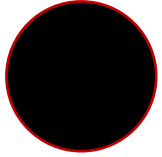
Module 01

Nuances of Selling

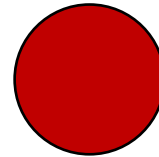
“Customers hate to be sold and love to buy.”



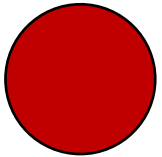
Module 01 – Nuances of Selling



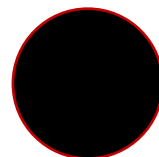
- **Marketing Vs Sales**
- **Personal Selling Vs Advertising**



- **Post-Purchase Dissonance**
- **Golden Rule of Sales**



- **Core Process of Sales**
- **Cluster of Satisfaction**



- **Consumer Buying Motives**

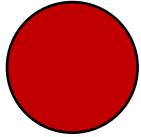
Module 02

Attributes of An Incredible Salesperson

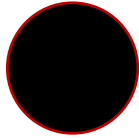
“Incredible Salespersons are first to be hired and last to be fired.”



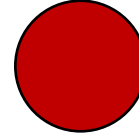
Module 02 — Attributes of An Incredible Salesperson



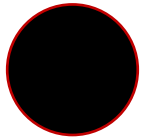
Personality Traits



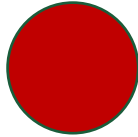
Sales Attitude



**Product, Company,
and Industry
Knowledge**



**Ability to Reposition
the Product**



**Persuasive
Communication
Skills**

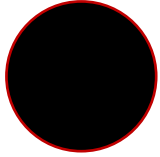
MODULE 03

Direct Selling Skills

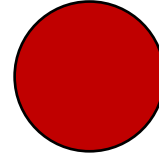
“Keep your customers warm, even if you get cold in the process.”



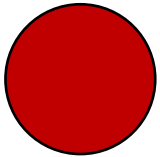
Module 03 – Direct Selling Skills



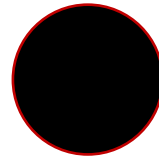
Customer Prospecting and Fixing Appointments



Sales Negotiation and Sales Close



Sales Presentation and Demonstration



Servicing the Sales and Sales Follow-Up

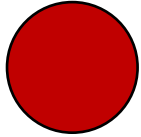
MODULE 04

Indirect Selling Skills

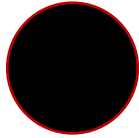
“Ensure wider reach, efficient distribution, and better market access.”



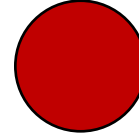
Module 04 — Indirect Selling Skills



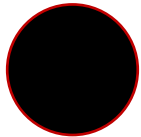
**Building Strategic
Partnerships with
Dealers**



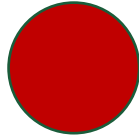
**Providing Sales
Leverage to Dealers**



Merchandising



Trade Promotions



After-Sales Services

Requirements in the Training Room

Please ensure the following are arranged before the lecture begins:



Laptop & LCD/LED for Presentations

For projecting the lecture slides and exhibits to all participants.



Photocopies of the Workbook

Sets to be made and distributed to all participants.



Audio Facility with Collar Mic

To ensure clear audio delivery across the training hall.



Classroom Settings of the Training Hall

Hall arranged for classroom-style seating to facilitate learning.



Writing Pad and Pen for Each Participant

Each participant needs materials for note-taking and exercises.

Workshop Schedule — Day One

ONE-DAY

Session I

10:00 am – 01:00 pm

- Nuances of Selling
- Attributes of An Incredible Salesperson
- Role-Plays

Lunch Break

01:00 pm – 02:00 pm

Networking and Refreshments

Session II

02:00 pm – 04:30 pm

- Direct Selling Skills
- Indirect Selling Skills
- Filling Workbook

Evening Tea

04:30 pm

Day One Concludes

Fee Structure

₹ 20,000
per day

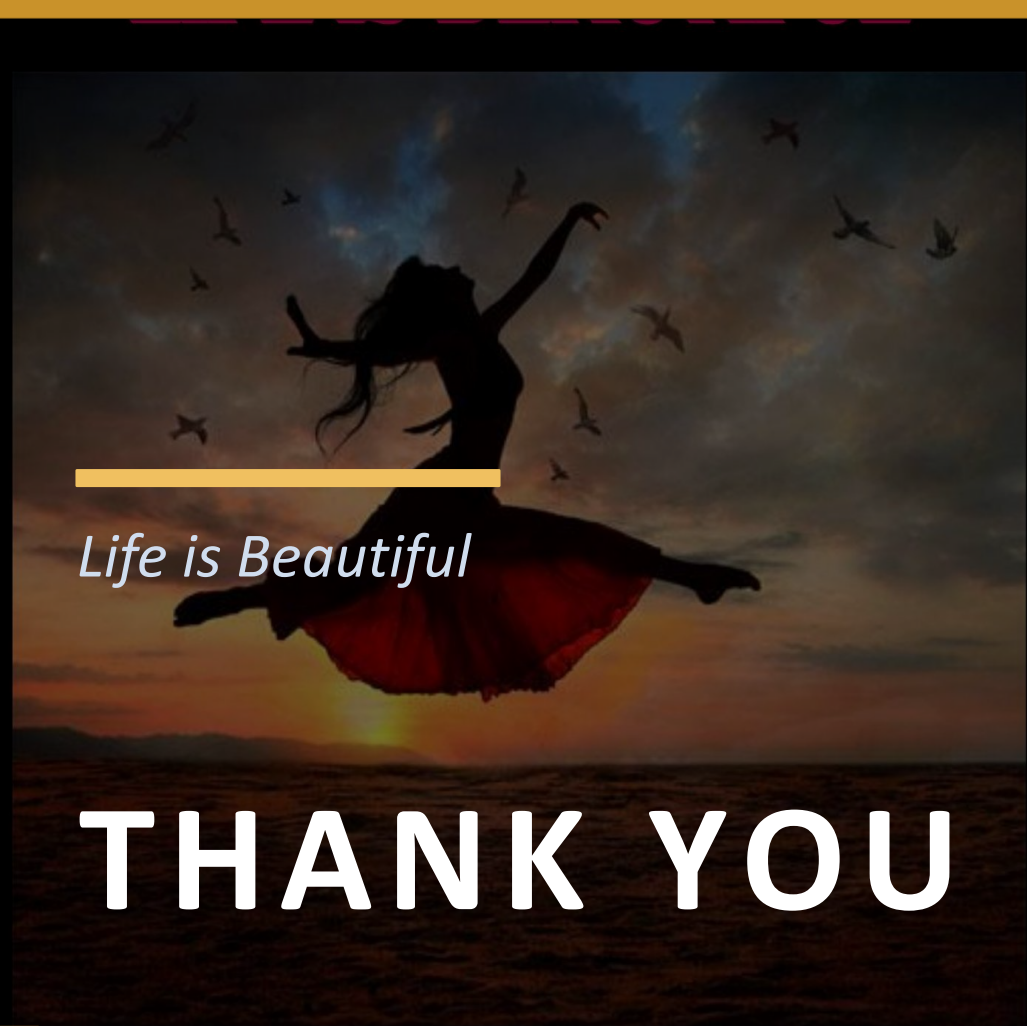
Additional logistical expenses, if any, will be charged at actuals.

Professional Honorarium

₹ 20,000 per day of lecture engagement.

Logistics at Actuals

Travel, accommodation, and local transport will be charged at actual cost separately.



Life is Beautiful

THANK YOU



Contact

+91-7408424211
sanjay.saxena.lms@gmail.com

Visit

<https://sanjaysaxena.in>