

ONE-DAY WORKSHOP ON

# Selling Dynamics

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*“Convert Value into revenue, keep business alive.”*



**Resource Person**

**Professor Sanjay Saxena**

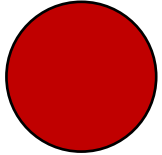
Department of Management  
School of Management Sciences  
Varanasi, India

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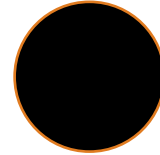
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sanjay.saxena.lms@gmail.com

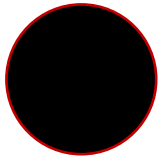
# How Will This Workshop Benefit the Participants?



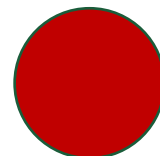
Participants will learn about sales attitude, persuasive communication, and how to convert a generic product into a potential product.



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

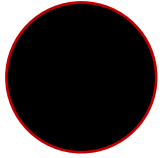
# Nuances of Selling

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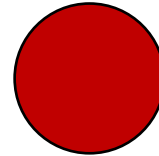
*“Customers hate to be sold and love to buy.”*



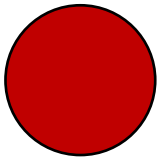
# Module 01 – Nuances of Selling



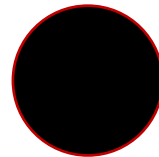
- **Marketing Vs Sales**
- **Personal Selling Vs Advertising**



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



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



- **Consumer Buying Motives**

Module 02

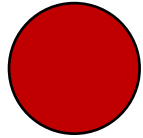
# Attributes of An Incredible Salesperson

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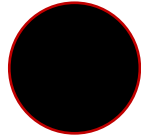
*“Incredible Salespersons are first to be hired and last to be fired.”*



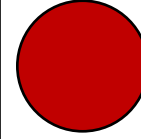
## Module 02 — Attributes of An Incredible Salesperson



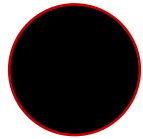
**Personality Traits**



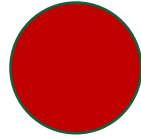
**Sales Attitude**



**Product, Company,  
and Industry  
Knowledge**



**Ability to Reposition  
the Product**



**Persuasive  
Communication  
Skills**

## MODULE 03

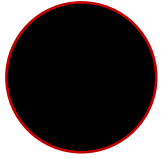
# Direct Selling Skills

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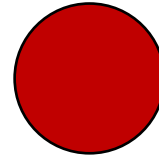
*“Keep your customers warm, even if you get cold in the process.”*



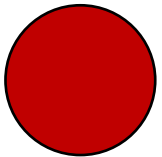
## Module 03 – Direct Selling Skills



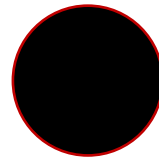
**Customer Prospecting and Fixing  
Appointments**



**Sales Negotiation and Sales Close**



**Sales Presentation and  
Demonstration**



**Servicing the Sales and Sales  
Follow-Up**

## MODULE 04

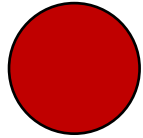
# Indirect Selling Skills

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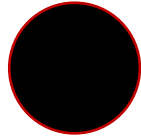
*“Ensure wider reach, efficient distribution, and better market access.”*



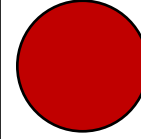
## Module 04 — Indirect Selling Skills



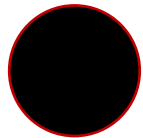
**Building Strategic Partnerships with Dealers**



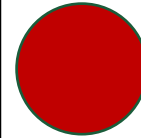
**Providing Sales Leverage to Dealers**



**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

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