EFFECTIVE SALES - A SNAPSHOT OF OUR OFFERINGS

It is a privilege to be a part of your progress. We are sure that no one knows your needs better than you, and hence we would appreciate a stock taking through a simple **Training Need Analysis** Document. If need be, a mystery shopping exercise can be conducted to better identify the needs.

Based on the Training Needs Analysis document, the program is customized by putting together various modules in the time available. We also offer a follow up session to audit training effectiveness, if need be.

ONE DAY FOLLOW UP SESSION

The follow up for the 2 days training program is optional. It is aimed at motivating the participants. Here, learners assess the impact of training and level of application and implementation in their performance areas. During this session, they revisit the modules to further enhance understanding.

IMAGE MANAGEMENT FOR INCREASED SALES

DURATION: 4 HOURS

Selling is important for everybody. But before a participant can sell any product or service, it is important that the person he is communicating with buys into the participant first. This module enhances and finetunes the participant's selling skills to ensure better success in life. Some of the things that can be learnt here include the sales process/cycle, buying process, conventional selling vs consultative selling, emotions vs rationale, etc. The best sales are made when an intelligent salesperson is able to create a need for the right product or service. This module helps participants discover needs and probe through the art of questioning skills.

NEGOTIATING & CLOSING SKILLS FOR INCREASED SALES

DURATION: 4 HOURS

In sales situations, everything is negotiated by everyone. This module helps develop the participants' negotiation skills while giving a winning feeling to the customer.

Most sales people are good in presenting their products but when it comes to closing the sale, many fail. This module takes the participants through professional closing techniques to ensure higher conversion.