



SALES ADVANTAGE TRAINING (SAT)

13th July`2022

Target Learners – II Semester and III Semester Management Education

Students. **Program Objectives:**

1. Providing hands-on- experience on 'Professional Selling Skills'.
2. Learn career prospects by choosing Sales/ BD as roles
3. Develop Proficiency into B2B and B2C or 1-2-1 or Group Sales scenarios
4. Imparting information on Sales Management – Techniques, tools
5. Develop 'Personal communication effectiveness' through mastery of the Sales process.

Training Methodology:

- Presentation, AV tools
- Role Plays
- Projects and assignments
- Case Studies and examples from different Industries

Program Guidelines

This program is designed keeping in mind the requirements of the Budding Managers (students) as a 'Successful Sales/ Leader' in the years to come.

Level - 1

Need, Want and Demand
Action Plan
Focus on Achievement
Locus of Control – Internal & External
Listening – HURIER Behavioural Model of Listening
Process of a Sales Call – Effective Selling
Uncovering Needs – CCCS Model
FABing – (Feature; Advantage; Benefits)
Objection Handling Model
Closing
Importance of Scripts
Taking Control of the Outcomes you create
Celebrating Failure – Overcoming fear of failure
Value based Selling
Managing Expectations



KASH Model of Success - (Knowledge; Attitude; Skills; Habit)

Need for Affiliation

Need for Power

Need for Achievement

Level - 2

Circle of Influence and Circle of Concern

Cardinal Sins of Sales People

Service Orientation

E Square Model of Customer Delight

Level - 3

Relationship Management - Tools / Techniques/ Process

Individual Contributor First Level Leader Second Level Leader

Organizational Goals - Characteristics - Achievable; Important;
Relevant (AIR)

Goal Setting

Business Metrics and Enablers

Creating a Framework for a Regional Level Strategy for Financial Services/
FMCG/ Education Business

Level - 4

Hiring and retaining the Best Talent

Selecting High Potential Sales People (Competency based Interview
Recording)

Challenges of Retention

Triggers of Disengagement

Phases of Disengagement

Strategy of retention - Keeping Track; Conducting career-oriented
discussions; Dealing with root cause

Feedback mechanism, Direct feedback, Sandwich concept, introduction to
coaching and role play