

12th August 2022

SALES ADVANTAGE TRAINING (SAT)

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 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

“Sandwich concept
Role plays”

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

Venue – Campus at Pune

Duration – Workshop mode (12 hours online and 6 hours offline); total 18 Hours

 Stay and food will be arranged by the institution for trainers, if needed

