

Program Title

Selling is Service/Turning Service into Sales

Program Duration

2 days (0930HRS - 1730HRS)

Program objectives

By the end of the program the delegates would be able to:

- Understand and appreciate the importance of sales for
 - Customers
 - Organisation
 - Themselves and their careers
 to blow away the belief ‘I’m not a salesperson’
- Understand that sales and service go hand in hand. Highlight the importance of Relationship Selling
- Develop key selling skills with specific application to cross-sales
- Learn how to do sales planning, sales activity management and sales discipline in the form of a daily review

Program Outline

This experiential learning course revolves around the following key input areas:

Day	Session Title	Session Details	Methodology
1 AM	Introduction	Gain perspective on the current job roles of delegates and their expectations from the program	Instructor Led Discussion
1 AM	Why Sales	Define Selling with specific reference to <u>personal selling</u> Everybody sells	Instructor Led Discussion Group Exercise
1 AM	Importance of Sales	How a good sales affects customers, organization and employees?	Instructor Led Discussion
1 PM	Service is Sales	Characteristics of a good sales person Delegates to identify these amongst themselves Introduction to Relationship Selling	Group Exercise
1 PM	Selling Skills	Approach Need discovery	Instructor Led Discussion Group Activity

& 2 AM		Presentation Handling Objections Gaining Commitment Follow-up	
2 AM	Handling Customers	Dealing with different types of customers: <ul style="list-style-type: none"> • Talkative • Indecisive • Know-it-all • Silent • Disagreeable • Delaying • Decisive etc. 	Group Activity
2 PM	Sales Planning	Segmentation - Data Mining Sales Strategy - Farming Conversion Ratios Breaking it down to smaller targets	Instructor Led Discussion

Program Participants

Branch Staff

Min/Max Participants

15-20

Program Fee

INR 175,000/- plus taxes

The program fee includes:

- a. Curriculum development fee
- b. Facilitation fee for 5 deliveries

The fee does not include

- a. Participant's guides
- b. Logistics like audio visual equipment
- c. Trainer's travel outside home base

Additional training deliveries @ INR 30,000/- plus taxes