

SALEZART[®]

Art of Selling

World class Sales training and enablement services

Trusted by large and growing brands



13+
Years

1000+
Organizations Impacted

75000+
Salespersons Trained

Expertise across multiple industries



Automotive,
Manufacturing &
Engineering



Financial
Services



AI Powered tech,
Devices & Services



Distribution,
E-Commerce &
Customer Care



FMCD
Home & Office
Automation



Marketing Services
HR Services



Digital Media &
Entertainment



FMCG
Retail



Real Estate &
Construction



Education
Universities
B-Schools



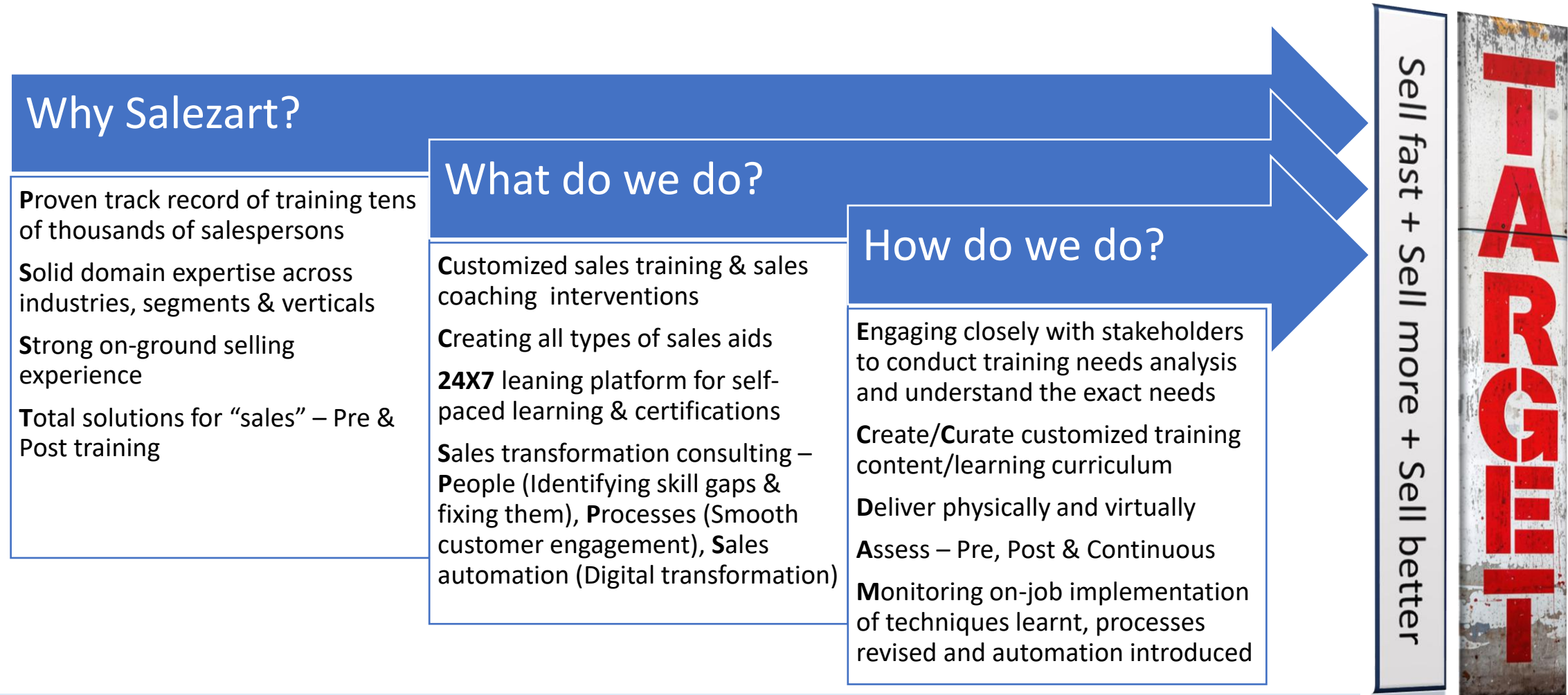
Healthcare



Software
IT/ITES
AI solutions

- ✓ **Decades of “real life, on-ground” sales & sales enablement experiences.**
- ✓ **Delivery of training, consulting & coaching.**
- ✓ **Deep understanding of B2B Direct, KAM & Partner sales.**
- ✓ **Deep understanding of B2C Retail, online & direct sales.**
- ✓ **Deep understanding of sales processes, from pre-sales to post-sales, CRM and Marketing Communications.**

We transform your sales teams



TNA. CONTENT. TRAINING. COACHING. CONSULTING. SALES AIDS.

More details of what we do

Aligned to your organization goals

Sales training & Coaching

- Panel of super trainers
- In-depth training needs analysis
- Creating customized training content
- Delivering training Programs
- Assessments & Certifications
- Impact evaluation: pre vs post training, on-field engagement for monitoring learning outcomes
- Reinforcement training sessions
- Group or one on one Sales / Business Coaching

Creating Sales Aids

- Pitch decks
- FAB documents
- Competition comparison videos
- Demo process
- Objection Handling FAQs
- Flash cards & Battle cards
- Sales manual
- Channel partner playbook
- Codifying past proposals
- Creating success stories

Sales transformation consulting

- People transformation: Identifying & fixing skills gaps; Deciding on right metrics to track; Quantifying efforts;
- Process transformation: Scalable processes for smoother customer engagement & increased customer satisfaction, Compliance and Audit
- Sales Automation (CRM, Forecasts, Planning, Customer communications)

Salezart 24X7 Platform

- Online continuous learning. Available on PC, iOS & Android.
- Ideal for companies with large sales teams & channel partners spread across multiple cities.
- Dedicated learning channel for customized course structures, assessments, certifications, gamified quizzes, marketing resources library.
- Helpdesk support for user engagement, progress reports & business analytics

Transforming salespersons into champions

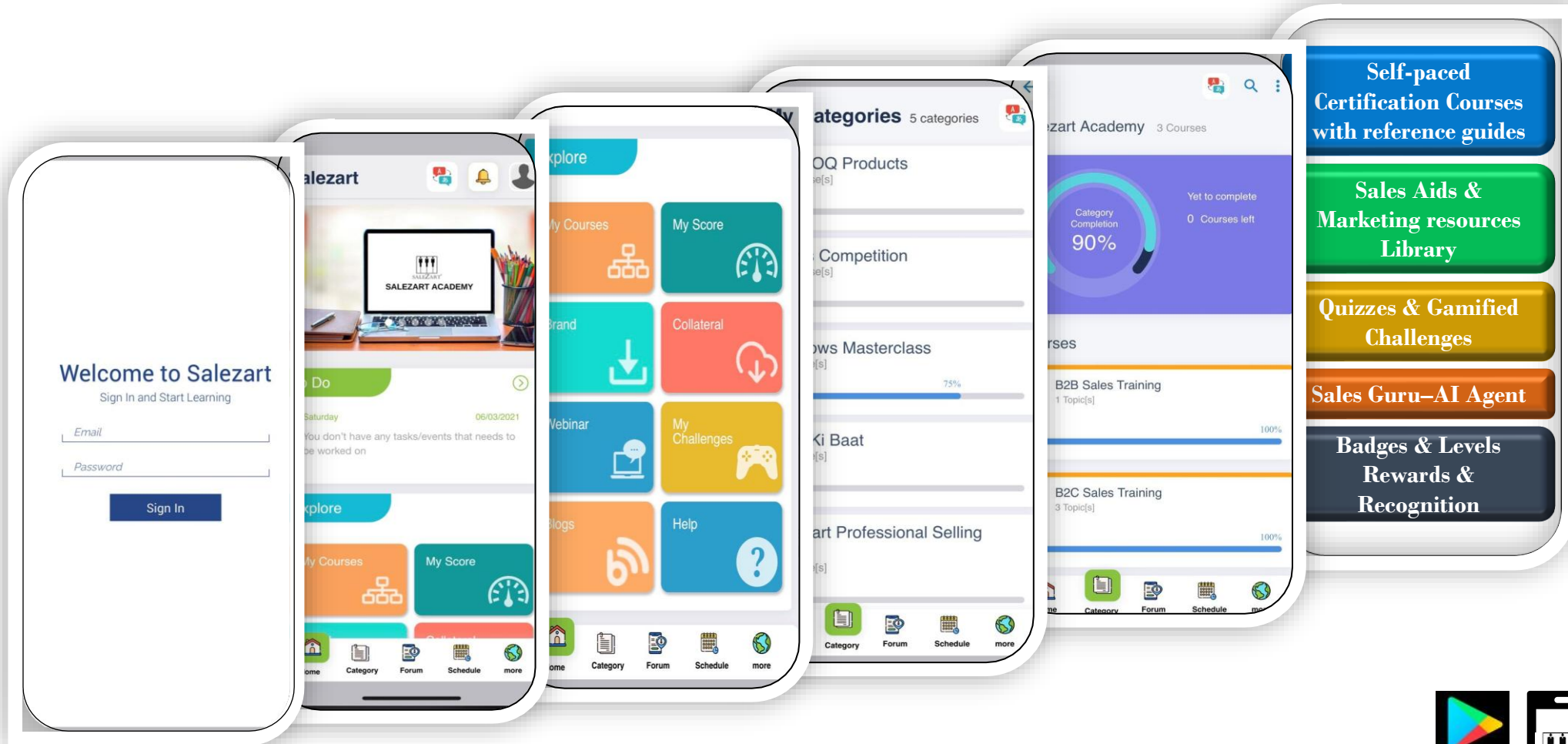
Some of our training programs for B2B

Essential Skills (Selling Self)	Core Skills (Selling Value)	Business Management Skills	
<ol style="list-style-type: none"> 1. Sales Etiquettes 2. Time Management 3. Personal hygiene & health 4. Attitude & Body Language 5. Writing winning business Emails 6. Selling over telephone 7. Verbal Communication Skills 8. Presenting Skills 9. Communicating Virtually 10. Listening Skills 11. Questioning Skills 12. Analysing Data effectively 	<ol style="list-style-type: none"> 1. Making solid sales plans 2. Prospecting & building funnel 3. CRM & Pipeline management 4. Making effective Sales Pitches 5. FAB Methodology to selling 6. Building solid relationships 7. Objection Handling 8. Competition Handling 9. Key Account Management 10. Handling larger Opportunities 11. Closing skills 12. Negotiation Skills 13. Retaining customers post sale 	<ol style="list-style-type: none"> 1. Using AI to be a better salesperson 2. Selling digitally - driving Demand using internet and social media 3. Sales automation (CRM) & digital transformation for sales leaders. 4. Sales leadership & Management - Building High performance teams 5. Channel Partner Management – Distribution & Solution VARs 6. Product Management & Pricing; P&L Management; 7. Essential financials for sales 8. Data Analytics and Interpretations 9. Change management - Adoption to new business practices. 	
<p>Beginner</p> <p>TRANSACTOR</p>	<p>Specialist</p> <p>RELATIONSHIP BUILDER</p>	<p>Expert</p> <p>PROBLEM SOLVER</p>	<p>Champion</p> <p>CONSULTANT</p>

Some of our training programs for B2C

Essential Skills (Selling Self)	Instore Selling Skills (Selling Value)	Retail Management Skills	
<ol style="list-style-type: none"> 1. Sales Etiquettes 2. Time Management 3. Personal hygiene & health 4. Attitude & Body Language 5. Writing winning business Emails 6. Selling over telephone 7. Verbal Communication Skills 8. Presenting Skills 9. Communicating Virtually 10. Listening Skills 11. Questioning Skills 12. Analysing Data effectively 	<ol style="list-style-type: none"> 1. Meeting & Greeting customers 2. Discovering buyer profile 3. Understanding needs & wants 4. Giving WOW Demos 5. Giving Demos virtually 6. FAB based sales pitches 7. Objection Handling 8. Competition Handling 9. Closing skills 10. Negotiation Skills 11. Follow-up with customers post sale 	<ol style="list-style-type: none"> 1. Using AI to be a better salesperson 2. Selling digitally - driving Demand using internet and social media 3. Planograms & Retail Hygiene 4. Retail Account Management of large Modern Retailers & E-Tail Partners 5. Territory/Geography Management 6. Sales leadership & Management - Building High performance teams 7. Product Management & Pricing; P&L Management; 8. Essential financials for sales 9. Data Analytics and Interpretations 10. Change management - Adoption to new business practices. 	
<p>Beginner</p> <p>TRANSACTOR</p>	<p>Specialist</p> <p>RELATIONSHIP BUILDER</p>	<p>Expert</p> <p>PROBLEM SOLVER</p>	<p>Champion</p> <p>CONSULTANT</p>

Salezart 24X7 – AI powered next gen LMS



Exclusive & Customized Learning Channel

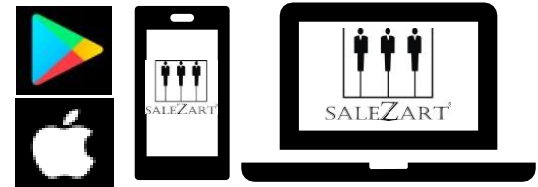
Ideal for companies with large sales teams and channel partners spread across multiple cities

Available 24X7; iOS, Android & PC

Dedicated helpdesk for user engagement

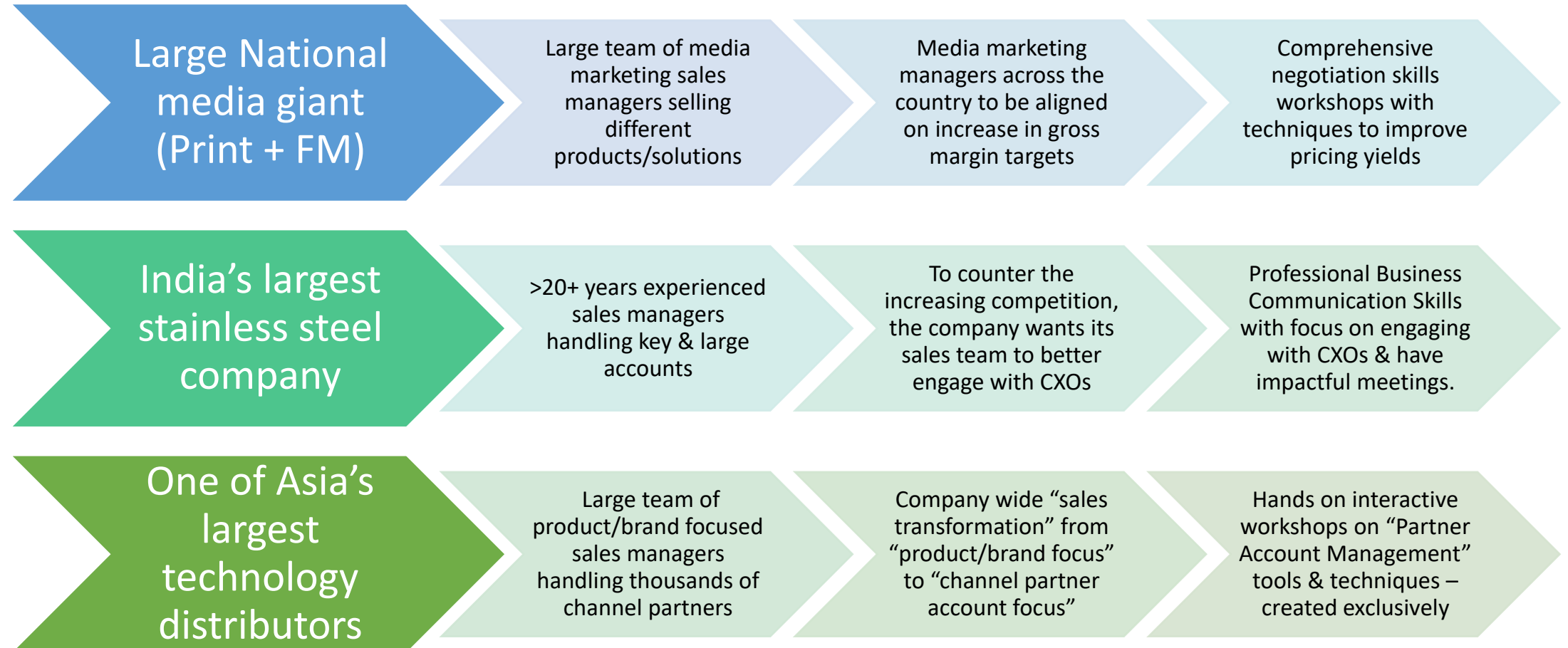
Progress reports & business analytics

ASK FOR A DEMO TODAY



Creating impact - training

Success Stories



Creating impact - training

Success Stories

India's largest
consumer
durables brand

Large team of managers
selling exclusive B2B
variants of the durables to
businesses & government

Various selling skills to be
inculcated; From target
planning to on-field
execution, KAM,
negotiations etc.

Comprehensive sales
workshops conducted
over a period time. The
company is the leader in
B2B space now.

India's largest
consumer
computing
brand

More than 1000 in-store
retail sales reps across
exclusive retail & modern
retail stores; 100+ cities;

Company wanted to
improve premium mix;
increase ASP; Grow
accessories & services
attach rate;

Round the year trainings
across the country; Key
upsell & cross sell
techniques taught
through intense
roleplaying sessions.

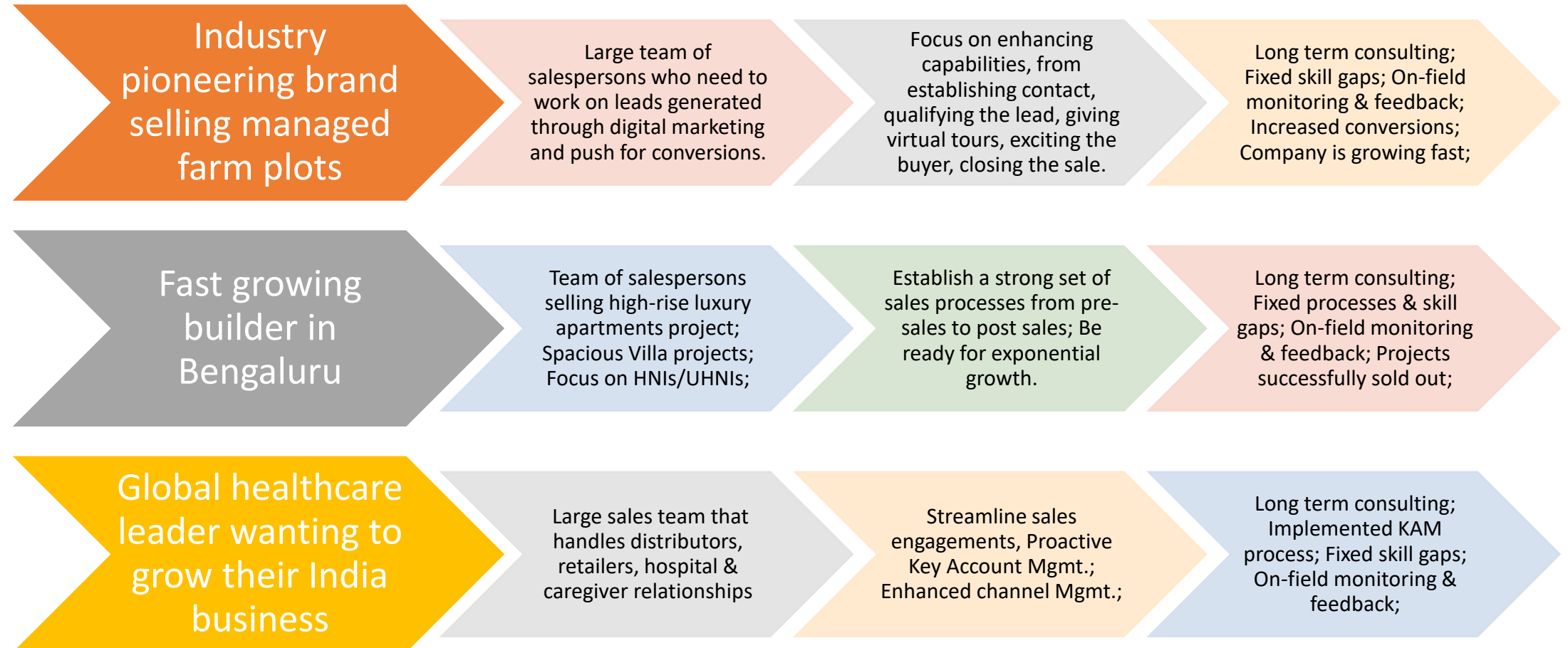
India's largest
printing &
imaging brand

Hundreds of channel
partners across India
selling printing supplies to
large businesses &
government customers

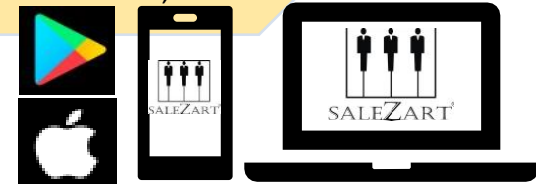
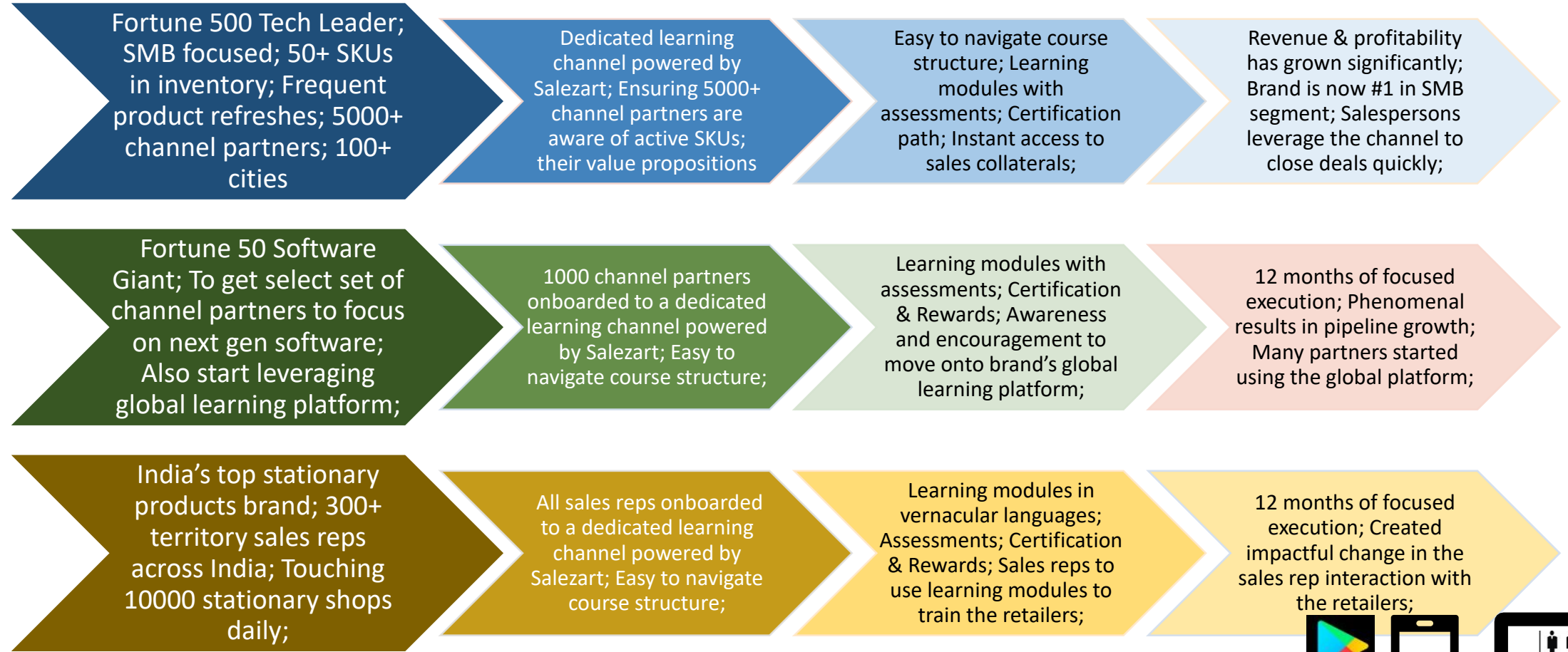
Communicating value
propositions to customers
to justify the premium on
original inks & toners

Conducted 75+
workshops covering
5000+ customers. Drove
increased signing of
annual rate contracts.

Creating impact - consulting *Success Stories*



Creating impact - Salezart 24X7 *Success Stories*



Customer testimonials

In-Store Retail Selling Skills & B2B Professional Selling Skills – Consumer & Commercial IT Products Industry

Acer India



We worked with Salezart for delivering trainings for both our B2C Retail sales teams and B2B Key Account Management teams. The workshops were engaging and interactive. The participants feedback was excellent. Most importantly, the training content was customized to our industry and business, making the workshops very relevant and interactive. I would definitely recommend Salezart for companies wanting to groom their sales teams across segments.



- Bhasker Bhandary
Senior Director Human Resources
Acer India

Akzo Nobel India



Salezart delivered a training workshop on "Pricing tactics and Negotiation Skills" for our institutional sales team. The workshop was lively and engaging. The concepts were well taught and well connected to our industry. The participants feedback was very good. If you want to train your sales teams on various aspects of professional selling skills, I would definitely recommend Salezart for the same.



P.V.R. Narasimha Rao
Sales Manager – Powder Coatings, India, Bangladesh & Sri Lanka, Akzo Nobel

B2B Professional Selling Skills – Lighting & Automation Industry

Signify (formerly Philips Lighting)



We worked with Salezart for delivering Professional selling skills workshops for our B2B account managers and key channel partner owners. The workshops were delivered very effectively, content was customised to our industry and business, the support and monitoring done by Raghu for the learning implementation thru assignments helped us measuring the effectiveness of the program. This whole co-creation of program helped us secure excellent feedback from participants as well as their managers. I would definitely recommend Salezart for any company with a large sales team selling solutions to businesses.



Anand Pachouri - Global Learning Specialist, Signify

Enterprise products and Solutions Selling – High-performance Computing, Cloud, Datacenter Industry

AMD India



Nandini Kalra, from Salezart, has been conducting various trainings for our direct and extended sales team of Enterprise Account Managers. Her understanding of Enterprise ITDMs and the business-critical technologies they use is phenomenal. Through different types of learning interventions, she has enabled the salespersons to understand these technologies well and have meaningful conversation with CIOs and ITDMs of their customers and segments. Nandini goes beyond training. She keeps in touch with her learners and works on continuously reinforcing their knowledge. The Sales team simply loves the way she is able to explain complex sales scenarios in simple and relevant manner. I would definitely recommend Salezart for companies wanting to sell to Enterprises.



Nandini Kalra
Country Manager Enterprise Business, Cloud Business and Alliances, AMD India

Autodesk India



Salezart conducted sales training workshops for our selected channel partners across India through our Value Added Distributor. The trainings were conducted in two phases. In the first phase, all the sales reps from identified channel partners were trained on "Complete B2B Professional Selling Skills". In the second phase, select channel partner sales managers were trained on Key Account Management skills, to be able to handle large clients and bigger opportunities. These trainings were customised to software sales and were engaging with role plays and discussion scenarios focused on interactions with ITDMs. The feedback from participants was excellent. I would definitely recommend Salezart to organisations wanting to skill their channel partner sales resources.



Ash Sharma
Country Manager Channels (India & SAARC)

B2B Demand Generation Skills – IT Services, Consulting & Automation Industry

Vuram Technology Solutions – Hyperautomation Services



Hi Mr. Raghu,

Thank you very much for being a part of Vuram Unstage 2021. Your session on "Writing Winning Business Emails" was very much insightful and we all had many takeaways from your session. Once again a big thank you with gratitude.

Vuram



Venkatesh Ramakrishnan,
Chief Executive Officer
Vuram Technology Solutions

Professional Selling Skills (B2B & B2C Skills for different sales functions) – Media Industry

Hindustan Times



At HT Media, Raghu has been one of the preferred trainers for the Sales team. He has in-depth understanding of the function and the success factors of a Sales professional. Added to this is his industry insights which make the program relevant for the participants. Raghu also keeps abreast with the latest trends in the market / industry and the case studies are effective.

Given the need to remain ahead of competition in challenging market conditions, we have found Raghu's trainings in Negotiation Skills impactful and notable in improving the Sales team's performance.



- Sharmila Ghosh
Vice President – Human Resources
Hindustan Times

Schneider Electric



We worked with Salezart for delivering trainings for both our commercial channel management teams driving transactional (SMB) business and relationship (Midmarket and enterprise) business through channel partners. The workshops were very engaging and interactive. The participants feedback was excellent. Most importantly, the training content was customised to our industry and business, making the workshops very relevant and interactive. I would definitely recommend Salezart for companies wanting to groom their channel sales teams across segments.



Gurudutt M
Director - Channels (India & SAARC)

In-Store Retail Selling Skills & B2B Professional Selling Skills – Consumer & Commercial IT Products Industry

Hewlett Packard India



Salezart is an innovative agency, with a different approach which is in line with today's changing scenario's, their dynamic strategies and methods are effective and have the right impact on the audience. Each of their programs are designed to have a specific focus which makes them functional and powerful. Salezart has an experienced team with great talent!



- Deepthi Dang
Head of Marketing
Hewlett Packard India

Customer testimonials



We have worked closely with Salezart for nearly five years across our businesses in critical growth areas of product strategy, go-to-market planning, sales transformation, competitive intelligence and sales leadership coaching.

Their impact has been both measurable and sustained, driving higher sales productivity, shortening sales cycles, improving customer acquisition efficiency and elevating the overall customer experience.

What distinguishes Salezart is the calibre of their advisory team. They have deep industry experience in sales leadership and P&L management across multiple domains. Their recommendations are grounded, actionable, and consistently aligned with business outcomes.

They have been a marvelous strategic partner to work with and I would recommend them to organisations seeking meaningful sales transformation.



Umesh Sangurmath
Co-founder @ Capstone Life
<https://capstonelife.in/>



The Gurus who make it happen

- ✓ Combined experience of more than 75 years in sales, marketing and enablement.
- ✓ Trained thousands of salespersons.
- ✓ Experts in carrying out TNA (training needs analysis) activities to identify the exact skill gaps.
- ✓ Experts in creating and curating customized training content with certification programs.
- ✓ Post training assessments and assignments to ensure on-field application of the learnings.
- ✓ Additional capabilities:
 - ✓ Create value propositions: Help design & develop different types of sales aids & collaterals.
 - ✓ Executive coaching (one to one and group).
 - ✓ Sales transformation consulting: Build sales processes that can help scale revenues and increase conversions.



Arjun Onkarnath



P Raghuraman

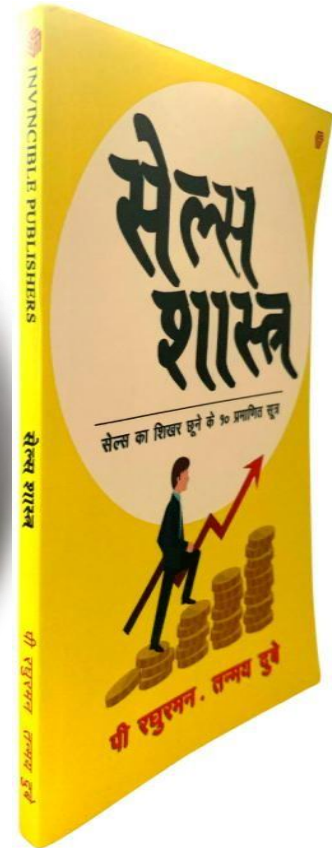


Vikas Krishnamachari

DNA of a Champion Salesperson



Best Seller
amazon.com

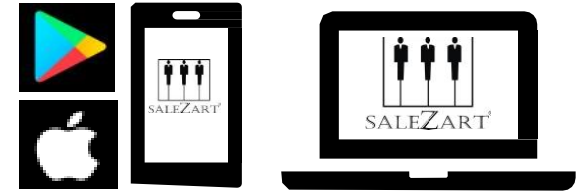


[Click to buy our bestselling sales self-help book, "DNA of a Champion Salesperson", on Amazon now.](#)

50 plus free sales tips videos

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App” on your smartphones to access
Salezart Academy, for complementary self-
paced sales training modules*.

*conditions apply





World class Sales training and enablement services

Write to shubham@salezart.com to start your sales transformation journey, today!