



# SALEZART PROFESSIONAL SELLING SKILLS PROGRAM

Ideal for customer facing salespersons with  
1 to 10 years work experience



Comprehensive Sales  
Training Workshop for B2B  
Sales Executives and  
Account Managers handling  
Mid-Market / Corporate  
customers including fast  
growing Start-Ups

Date: 7<sup>th</sup> February, 2020 | Time: 9AM to 6PM  
Venue: Gurgaon (near HUDA City Centre)

Fee: Rs. 5000 per person incl. GST.

Special offer 1: 10% discount for organizations sending five or more participants  
Special offer 2: 20% discount for organizations sending ten or more participants  
(training cost includes Lunch and two tea breaks)

For booking your seats, contact:

Shubham @ +91 80599 98194 | [Shubham@salezart.com](mailto:Shubham@salezart.com)

(Batch size limited to maximum of 20 pax. only to ensure training effectiveness)



# Salezart Professional Selling Skills Training Program - Agenda

S.No	Key Skill	Objective
1	DNA of a Champion Sales Person	<ul style="list-style-type: none"> <li>✓ What are the qualities of a Champion Sales Person</li> <li>✓ How to imbibe the Qualities of a Champion Sales Person</li> </ul>
2	Essential Skills for a Sales Person to be effective in his/her job. (Exercises and Role plays)	<ul style="list-style-type: none"> <li>✓ Time Management (How to maximize time spent on selling)</li> <li>✓ Communication Skills (Written and Verbal, Face to face, telephone and Smartphone)</li> <li>✓ Email communication Tips</li> <li>✓ Telephone communication Tips</li> <li>✓ Smartphone communications Tips.</li> </ul>
3	Building, Monitoring & Managing Funnel	<ul style="list-style-type: none"> <li>✓ Importance of healthy funnel</li> <li>✓ Techniques to to build a healthy funnel</li> </ul>
4	Making high quality sales pitches to customers (Exercises and Role plays)	<ul style="list-style-type: none"> <li>✓ How to communicate your main value proposition to customers</li> <li>✓ FAB selling technique</li> <li>✓ Making Impactful Elevator Pitches</li> </ul>
5	Listening, Questioning & Objection Handling (Exercises and Role plays)	<ul style="list-style-type: none"> <li>✓ Probing techniques to uncover real customer needs</li> <li>✓ Listening techniques to understand customer needs</li> <li>✓ Overcoming customer Objections effectively</li> <li>✓ Qualify the opportunity better</li> </ul>
6	Building Quality Relationship with customers in shortest possible time	<ul style="list-style-type: none"> <li>✓ Mapping the customer from Gatekeeper to CEO</li> <li>✓ Relationship building techniques</li> <li>✓ Transforming from a seller to an advisor</li> </ul>
7	Handling Competition	<ul style="list-style-type: none"> <li>✓ Talk the language of the leader</li> <li>✓ Strategies to adopt in different competitive scenarios</li> </ul>
8	How to Close Sales faster (Role plays)	<ul style="list-style-type: none"> <li>✓ Secret of closing a sale</li> <li>✓ Steps to follow to reduce the sales cycle time</li> <li>✓ Different Closing techniques</li> </ul>
9	Summarize day's learnings and discuss next steps on how to implement the learnings on to their jobs.	

Note:

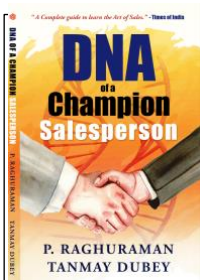
1. Each participant would get a handout post training for ready reference. This would include templates and techniques taught during the training.
2. The faculty would be available on phone and email for 90 days post training for the participant to reach out to and clarify any queries related to the selling skills imparted.



# About the trainer

- P Raghuraman is the founder of Salezart Consulting, a leading proponent of the “Art of Selling”
- Author of the book “DNA of a Champion Sales Person”, a complete guide to mastering sales skills and transforming oneself to a Champion Sales Person.
- Trained more than 15000 sales participants from top brands and industry leaders
- Deep understanding of different industries, verticals, and customer segments for both direct sales and sales through channel ecosystem.
- Creator of the “SALEZART LMS App” – Industry’s only exclusive LMS for Sales Persons that enables them to sell faster, sell more and sell better.

## SOME OF OUR CLIENTS :



SALEZART CONSULTING PRIVATE LIMITED  
91SPRINGBOARD,  
BUILDING NO. 145, SECTOR-44,  
GURGAON-122003  
WWW.SALEZART.COM

