



World class
Sales training and
enablement services

Meet the founder

Been there & done it for

20
years

- 1. Worked in Fortune 500 companies
- 2. Senior leadership roles
- 3. B2B sales (SMB, Enterprise customers and channels)
- 4. B2C Sales (consumer & retailers)
- 5. Product and Category management
- 6. New business initiatives
- 7. Managing large teams

Creating Champions since

10
years

- 1. Founded Salezart in 2012
- 2. www.salezart.com
- 3. Trained more than 60000 salespersons to date
- 4. Salezart LMS App, one stop app for training salespersons
- 5. Clients - Fortune 500 and leading Indian brands
- 6. Authored self-help books for salespersons

Salespersons trained

60000

ON THE MENU

- 1. Panel of experienced Salezart Super trainers
- 2. Sales trainings for all functions, verticals, segments and industries
- 3. Customised trainings
- 4. Out of the box trainings
- 5. Content creation - Sales training decks, pitches etc.
- 6. Self-paced training videos and certification programs





- Technology products and services
- Consumer Electronics
- Cloud Services and Software
- Ecommerce and Distribution
- Manufacturing and Distribution
- Digital Media & Entertainment
- Ed Tech & Edu Services
- FMCG
- Real Estate
- Marketing & HR Services

B2B Training Programs offered



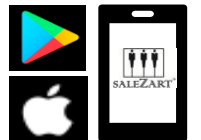
Essential Skills	Core Skills	Complementary Skills
1.Sales Etiquettes 2.Time Management 3.Personal hygiene & health 4.Attitude & Body Language 5.Writing winning business Emails 6.Selling over telephone 7.Verbal Communication Skills 8.Presenting Skills 9.Communicating Virtually 10.Listening Skills 11.Questioning Skills 12.Analysing Data effectively	1.Making solid sales plans 2.Prospecting & building funnel 3.CRM & Pipeline management 4.Making effective Sales Pitches 5.FAB based sales pitches 6.Relationship building methods 7.Objection Handling 8.Competition Handling 9.Key Account Management 10.Handling larger Opportunities 11.Closing skills 12.Negotiation Skills	1.Digital Marketing basics 2.Driving Demand using internet and social media 3.Maintaining customer relationships post sales 4.Sales leadership & management 5.Thinking out of the box and challenging the status quo



Face2Face



Webinars



Self-paced

B2C Training Programs offered



Essential Skills	Core Skills	Complementary Skills
1.Sales Etiquettes 2.Time Management 3.Personal hygiene & health 4.Attitude & Body Language 5.Selling over telephone 6.Verbal Communication Skills 7.Communicating Virtually 8.Listening Skills 9.Questioning Skills 10.Analysing Data effectively	1.Meeting & Greeting customers 2.Discovering buyer profile 3.Giving WOW Demos 4.Giving Demos over video 5.FAB based sales pitches 6.Objection Handling 7.Competition Handling 8.Closing skills 9.Negotiation Skills 10.Capturing customer data for follow-ups	1.Demand generation activities to increase walk-ins 2.Digital Marketing basics 3.Driving Demand using internet and social media 4.Planograms & Retail Hygiene 5.Retail Account Management 6.Modern Retail Management 7.E-Tail Management 8.Territory Management 9.Leading large sales teams



Face2Face



Webinars



Self-paced

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

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 CxOs 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

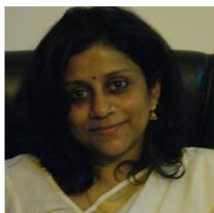
Professional Selling Skills (B2B & B2C Skills for different sales functions) – Media Industry

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

B2B Professional Selling Skills – Paints & Performance Coatings (Chemical Industry)

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.



PVR Narasimha Rao
Sales Manager – Powder Coatings, India, Bangladesh & Sri Lanka, Akzo Nobel

B2B Professional Selling Skills – Software Products & Solutions Industry

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 customized 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.



Alok Sharma
Country Manager-Channels (India & SAARC)
Autodesk India

Channel Management Skills – Power, Automation, Electrical & IT Infra Industry

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 customized 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)
Schneider Electric - Secure power division

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 measure 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

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 Uncage 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 Ramasubramanian
Chief Executive Officer
Vuram Technology Solutions

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

Hewlett Packard India



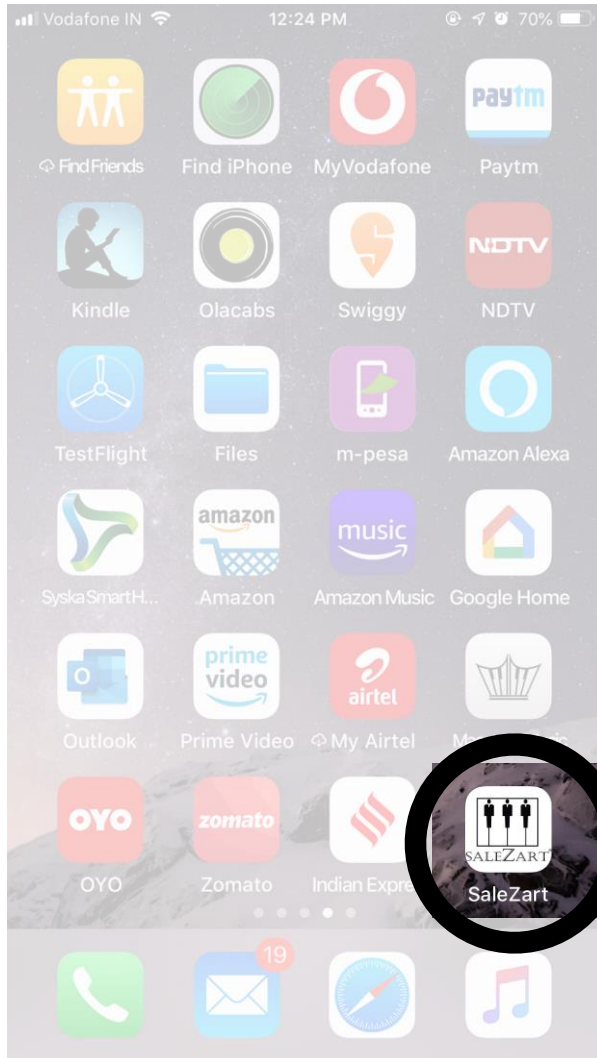
Salezart is an innovative agency, with a different approach which is in line with today's changing scenario's, their dynamic strategies and methods are effective and have the right impact on the audience. Each of their programs are designed to have a specific focus which makes them functional and powerful.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



- Deepthi Dang
Head of Marketing
Hewlett Packard India

Future Ready

Introducing Salezart LMS



Download and open the “SALEZART” app from any Android or Apple Smartphone or just visit online.salezart.com from your PC



the exclusive learning platform cum marketing assets library for channel partners and large sales teams

Welcome to Salezart

Sign In and Start Learning

Email

Password

Sign In

Users from 2500+ companies
Spread across 100+ cities
Enjoying 24X7X365 learning

Salezart LMS – on demand

Welcome to Salezart

Sign In and Start Learning



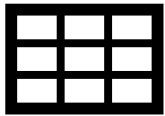
- ✓ Any number of courses, sub-courses and modules with assessments (**Self-paced learning & certification**)
- ✓ Live Webinar capability
- ✓ Brand & Marketing Collateral library for reference, downloading and sharing with customers
- ✓ Challenge Quizzes
- ✓ Sales Blogs



Dedicated Helpdesk

Dedicated helpdesk for user support and administration

Standard



Reports and Analytics

Regulars MIS reports on user learning progress and analytics

Standard



Training Content Creation in English and Vernacular Languages

Creation of PowerPoint Slides and PowerPoint based Videos

Optional



Marketing Communications

Engaging with users to drive learning and increased app usage

Standard



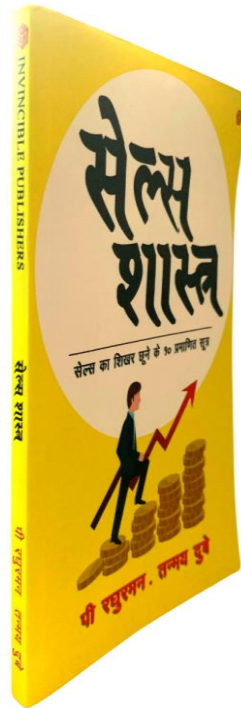
Webinars

Personalized online webinars for up to 100 people at a time

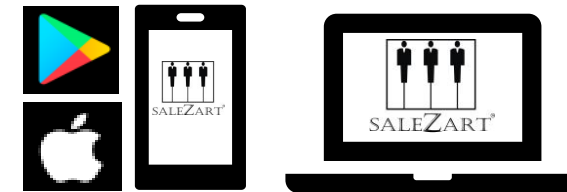
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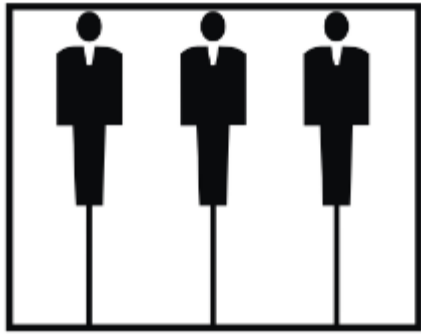


[Click to buy now](#)



Register now at <https://online.salezart.com> or download the “Salezart Online Learning App” on your smartphones to access Salezart Academy, for complementary self-paced sales training modules*.





SALEZART[®]
Art of Selling

- ✓ Visit us at www.Salezart.com for more details.
- ✓ Reach us at arjun@salezart.com or Raghuraman@salezart.com for understanding your training needs.
- ✓ We will help you achieve your targets.

