

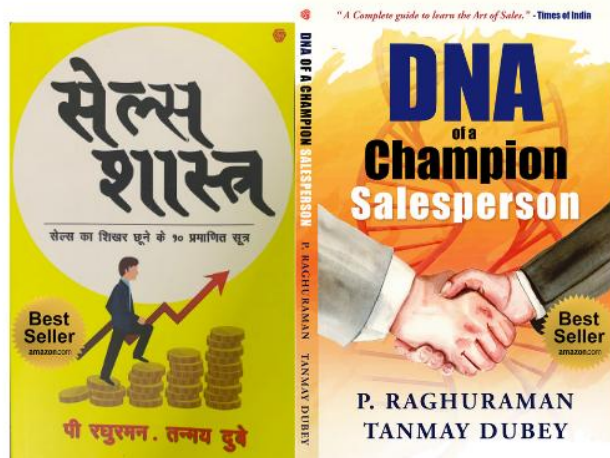
SALEZART[®]

Art of Selling

World class
Sales training and
enablement services

Meet P Raghuraman

- Three decades of real life sales experience across customer segments - Consumer, SMB, Enterprise.
- Indepth understanding of channel partner ecosystem - Distribution, Retail, Corporate resellers & Solution VARs.
- Handled large sales teams and complex sales structures.
- Managed large categories and businesses.
- Professional sales trainer from 2012.
- Founder of Salezart Consulting Private Limited. (www.salezart.com)
- Trained tens of thousands of salespersons across industries, verticals & segments.
- Author of two self-help books for salespersons. [Click to buy now](#)
- Professor of Management Practice at select B-Schools.



**“A Complete guide to learn the Art of Sales” -
Time of India**





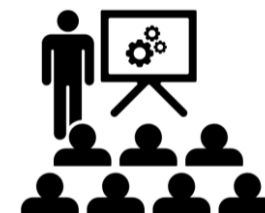
- AI powered Technologies, Devices & Solutions
- AI powered Software & IT Services
- Automobile, Manufacturing & Engineering
- Distribution, E-Commerce & Customer Services
- Education & Training
- Digital Media & Entertainment
- Financial Services
- FMCD, Home & Office Automation
- FMCG
- Healthcare
- Marketing & HR Services
- Real Estate Solutions



12
Years



1000+
Organizations Impacted



70000+
Salespersons Trained

Sales Training & Certification

Design and deliver customized sales training and certification programs across functions and levels;

Sales Transformation Consulting

Pre-sales process | Sales process | After sales process

Sales coaching

Enhance the capability of high potential salespersons;

Panel of Super Trainers

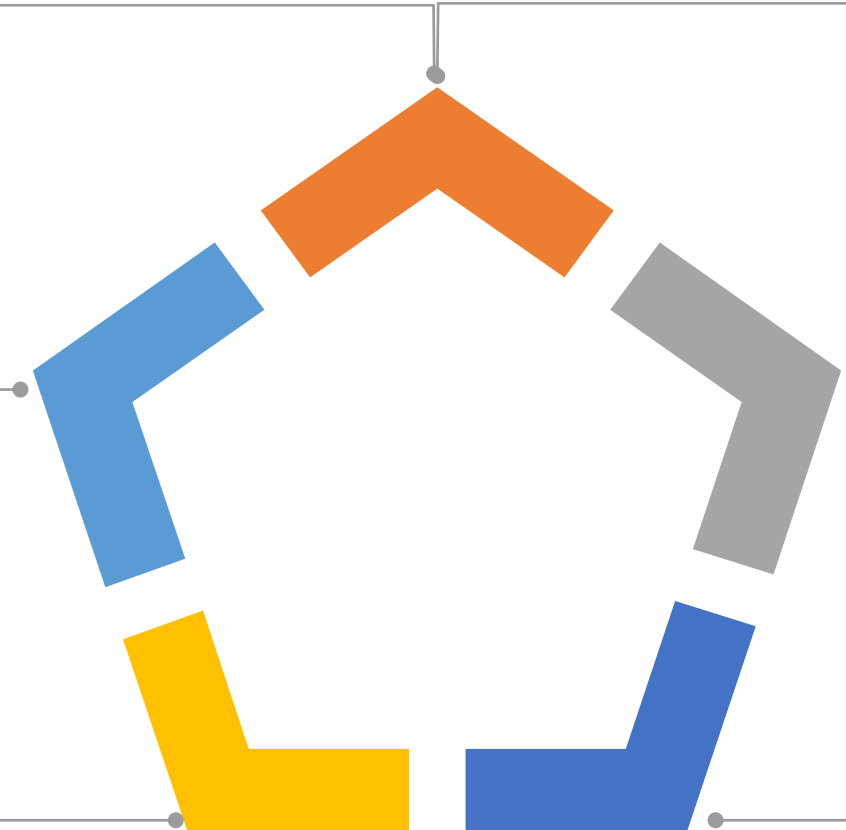
Team of experienced trainers in major Indian cities with real industry experience

Creating Sales Aids

Pitch decks, Elevator Pitches, Flash cards, Battle cards, Objections Handling FAQs etc.,

Training to extended teams

Design and deliver trainings to channel partners across the country through **Salezart 24X7**





Sales Transformation

- ✓ Identify Areas of Sales Improvement
- ✓ Digital Transformation of Sales Process
- ✓ Consulting on Sales Process
- ✓ Deciding on right metrics to track
- ✓ Process compliance and Audit

Solutions based on company's vision and mission



Creating Sales Aids

- ✓ Creating all kinds of Sales Aids such as Pitch decks, Flash cards, Battle cards, Objection Handling, Sales manual, Success stories, Demo process and codifying past proposals

Complete Sales Manual that will increase Sales Productivity



Sales Training

- ✓ Panel of super trainers
- ✓ Training need analysis
- ✓ Creating and delivering training Programs
- ✓ Impact evaluation of pre and post training
- ✓ Certifications
- ✓ Salezart 24X7

Training on Sales, Technology and Digital Tools



Sales Coaching

- ✓ Group or One on one Sales / Business Coaching
- ✓ Bespoke intervention for higher performance

Coaching to improve performance and capability

B2B Training Programs offered



Essential Skills (Selling Self)	Core Skills (Selling Value)	Complementary Skills
<ul 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 	<ul 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.Relationship building techniques 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 	<ul style="list-style-type: none"> 1.Digital Marketing essentials 2.Selling digitally - driving Demand using internet and social media 3.Sales leadership & Management 4.Product Management & Pricing 5.Thinking out of the box and challenging the status quo



Face2Face



Webinars

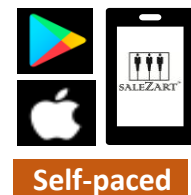


Self-paced

B2C Training Programs offered



Essential Skills (Selling Self)	Core Skills (Selling Value)	Complementary Skills
<ol style="list-style-type: none"> 1.Sales Etiquettes 2.Time Management 3.Personal hygiene & health 4.Attitude & Body Language 5.Selling over telephone 6.Verbal Communication Skills 7.Presenting Skills 8.Communicating Virtually 9.Listening Skills 10.Questioning Skills 11.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.Capturing customer data for follow-ups 	<ol style="list-style-type: none"> 1.Digital Marketing essentials 2.Selling digitally - driving Demand using internet and social media 3.Demand generation activities to increase walk-ins 4.Planograms & Retail Hygiene 5.Retail Account Management 6.Modern Retail Management 7.Managing E-Tail Partners 8.Territory Management 9.Sales Leadership & Management 10.Product Management & Pricing 11.Running online retail business – Skills for different key profiles



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.



Sanjiv Mehta
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.



P V R 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 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.



Aksh 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 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)
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 Uncaage 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 Ramaratnam
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

Ubiquitous & 24X7

Salezart 24X7 – on demand



Users from 3000+ B2B reseller orgs.
Spread across 100+ cities
Enjoying 24X7X365 learning

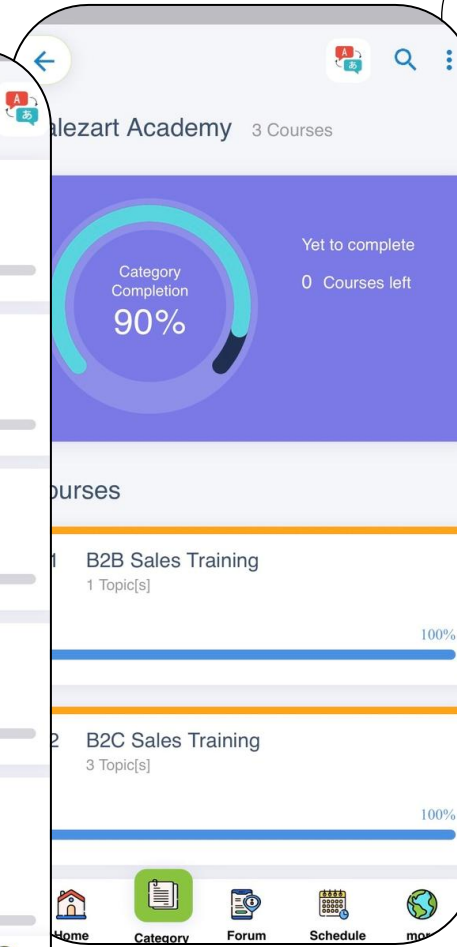
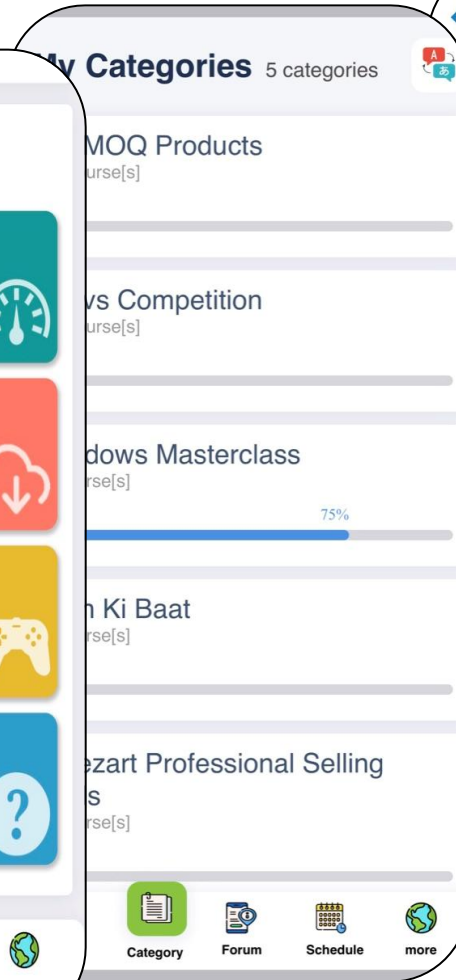
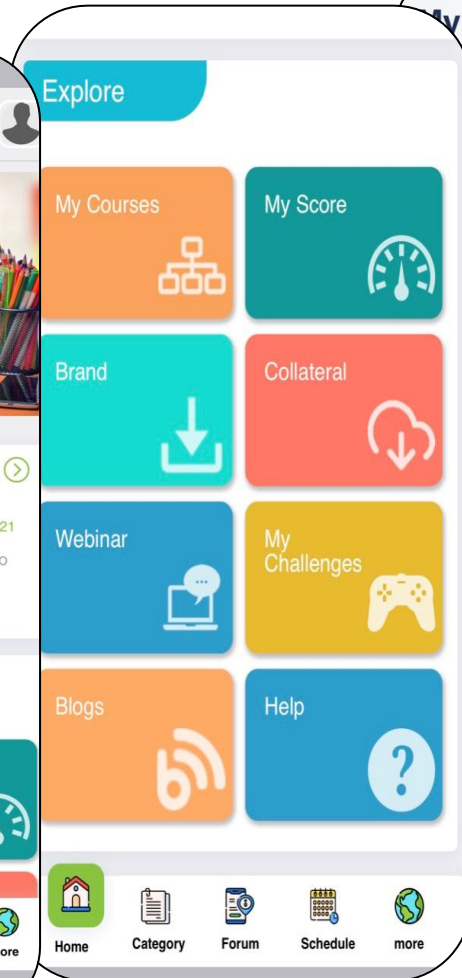
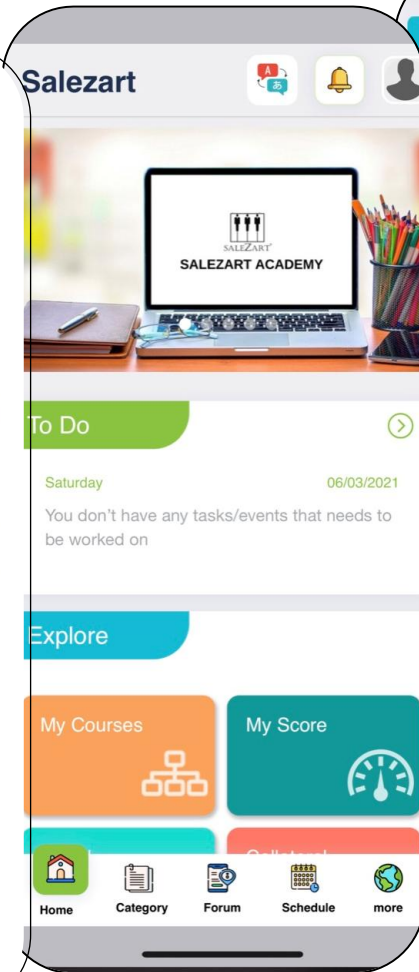
Welcome to Salezart

Sign In and Start Learning

Email

Password

Sign In



Training videos;
Assessments;
Certifications



Live Webinars



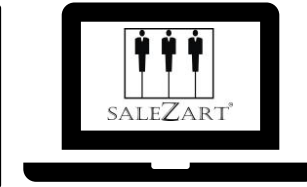
Dedicated
Helpdesk



Reports &
Analytics



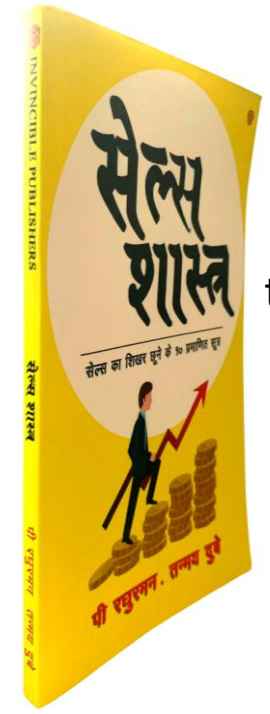
Reports &
Analytics



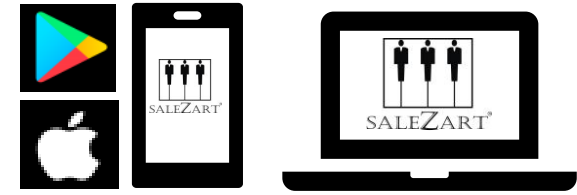
Resources for voluntary learning



Best Seller
amazon.com



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*.



[Click to buy now](#)

Meet the Salezart Team



Name: P Raghuraman

Role: Founder and MD, Salezart

Short Bio: Raghuraman is the founder and MD of Salezart and is a passionate Sales Guru. He has close to three decades of experience in Sales, Marketing, Product Management, Training and Consulting. He has held senior leadership positions in Fortune 500 companies such as Hewlett Packard and AMD. Over the past decade, he has consulted many organizations and has trained tens of thousands of salespersons. He is also the author of the bestselling sales self-help book “DNA of Champion Salesperson”.



Name: Vikas Krishnamachari

Role: Sr Consultant, Trainer and Coach

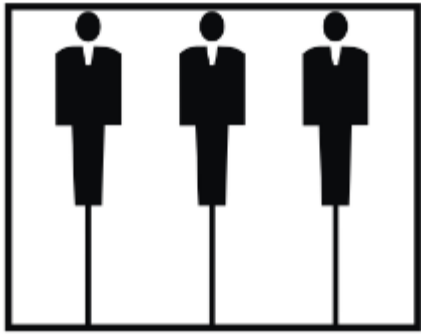
Short Bio: Vikas is a Sales and Marketing professional with over two decades of experience in the field. He has worked in Sales and marketing with some of the leading brands such as Airtel, Hewlett Packard, Tata Teleservices, and Wipro Consumer Care. He is a Business Consultant and is passionate about solving business problems for organizations. He likes to use Behavioural Science tools to create impact. He is also a certified Business Coach.



Name: Arjun Onkarnath

Role: Technology Trainer

Short Bio: Arjun is a quintessential Tech expert who lives, eats and breathes technology. He brings with him more than two decades of experience in retail training, technology and market research. He has certifications from leading national and International bodies. He has trained tens and thousands of retailers and retail salespersons selling leading consumer technology brands.



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Art of Selling

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

