

Workshop on  
**Industrial & Institutional Selling Skills**

Saturday, February 23, 2019 • 9.30 a.m. to 5.00 p.m.



**Venue :** Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus,  
Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

**Perspective**

The business environment is subject to a number of dynamic forces, and institutional selling is becoming a more prominent part of the sales executive's job. It presents unique challenges, requiring that they build relationships with multiple stakeholders.

This workshop will describe some changes that have taken place recently in buyer-seller interactions, and develop a systematic approach companies can use not only to facilitate the sale, but also to ensure the long-term account relationship.

The self-assessment exercises, case-studies, role-plays and round-table discussions will discuss the processes used by successful companies to understand customer expectations, present an attractive sales package, make the sales pitch, close the deal and maintain the account.

**Workshop Content**

- Key Features of Institutional Selling; Identifying & Defining your Competitive Edge; Prospecting: Secret of Expansion of Sales
- Strategies for Successful Entry & Break-throughs; Mastering the Tendering & Purchase Process; Pre-Approach & Pre-Call Planning
- AIDAS Formula for Sales Presentations; Overcoming Typical Objections & Obstacles; Value Based Selling to Handle Demands for Discounts
- Business Orientation & Win-Win Negotiations; Closing the Sale & Nurturing the Relationship; Workshop Summary & Learning into Action

**Faculty – Vincent D'Silva, Principal Consultant, Silva Management Services**

Vincent has over 25 years of work and consulting experience in reputed organizations in the areas of Strategic Planning, Marketing & Manufacturing.

His courses on Communication Effectiveness, Sales & Service Excellence and Leadership Development have been conducted in India, the Middle East & South-East Asia.

He is an Engineer from VJTI, an MBA from the S. P. Jain Institute of Management, and has been a faculty at several renowned business schools and corporates in India.

**Fee:** Rs.1600/- per participant for the both the days inclusive of GST. Fee includes course fee, cost of reading material, lunch and refreshments. The cheque may please be drawn in the name of 'Ahmedabad Management Association.' **If you wish to avail GST Credit, please provide your GST Number. Tax Invoice will be issued on receipt of your GSTN.**

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**February 23, 2019**

**Registration Form :** Please fill-in and return this form along with participation fee to:

Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg,  
Ahmedabad 380 015, Phone: 079-26308601-5 • Mobile: 9537407187, 7069940917, 7203030990  
E-mail: ama@amaindia.org • Website: www.amaindia.org  
Android Mobile App: AMA-Ahmedabad amaIndia.org

<b>Name(s)</b>	<b>Position</b>
1.	
2.	
<b>Organisation:</b>	
<b>GST No.:</b>	<b>AMA GST No.: 24AAATA 5881D1Z0</b>
<b>Address:</b>	
	<b>Pin Code:</b>
<b>Phone:</b>	<b>Mobile</b>
<b>E-mail:</b>	<input type="text"/>