

# Programme on Sales and Customer Service

Thursday, July 12, 2018 - 9.30 a.m. to 5.00 p.m.



**Venue:** Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad

**INTRODUCTION:** The survival and growth of any organization depends on revenue, which comes from Sales. High Quality goods or services, low price is no guarantee for sales. Selling needs more dimensions and much deeper thought process.

Rejection in sales is a major turmoil factor, due to which most newcomers avoid this wonderful opportunity. How to find a place in spite of objections, rejections, ill treatment from the clients and convert it into long lasting pleasant relations and creating a win-win condition is possible if right techniques are used.

## OBJECTIVE

- Define sales process
- Differentiate between Sales & Haggling
- Analyse objections and articulate ways to handle positively
- Asking right questions
- Appraise the importance of Internal & External Customers
- Formulate Closing the sale
- Develop 10 point barometer of Customer service and achieve Customer Delight

## CONTENT

- Sales Process
- Understanding the needs of the customer – Right Communication – Asking & Listening
- Using telephone, email & Body Language effectively
- Prospecting - Perceived and actual needs
- Presenting the offer - FAB
- Haggling and Objection Handling
- Push Selling vs Helping them buy
- Knowledge, Attitude and Trust
- From Win-Lose to Win-Win
- Negotiation & Powerful Closing
- Repeat Business and Referrals

## FOR WHOM

- Sales Executives, Sales Managers, Entrepreneurs
- Students of Marketing
- Back Office Employees & Engineers

**FACULTY:** Mr. Arun Chitlangia, 59, is a Commerce Graduate. He entered in training field around 2000 and since then trained over 20,000 people from CEO to workmen level and across all industries like ACC, Essar, and IDBI. He is active member of International Association of Facilitators, founder of Association of Trainers, CEO of Training Tree, ISTD, IHRD, BMA. Acting, Modelling, Music & driving are his hobbies.

**FEE:** ₹1600 per participant. Fees include course fee, cost of reading materials, lunch and refreshments. (Concession: 10% for members, 20% for patron members).

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**REGISTRATION FORM:** Please fill-in and return this form along with participation fee to:

**Ahmedabad Management Association, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.**

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**E-mail:** ama@amaindia.org • **Website:** www.amaindia.org

Cheque should be drawn in favour of "Ahmedabad Management Association".

<b>Name(s)</b>	<b>Designation:</b>
1.	
2.	
<b>Organization:</b>	
<b>GST No.:</b>	<b>AMA GST No.: 24AAATA 5881D1ZO</b>
<b>Address:</b>	
	<b>Pin Code:</b>
<b>Telephone(s):</b>	<b>Mobile:</b>
<b>E-mail:</b>	