

# 01

## Meeting the Customer

**Saturday, March 17, 2018**

**4.30 p.m. to 7.30 p.m.**

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You can meet a customer by design, or by default, or by accident. Many sales happen when you least expect them to happen. They happen at unusual places, at unusual times and in the most unusual of situations.

In a society as busy as ours, but as connected as never before, there will be numerous scenarios when we will come across prospective customers. How does one then stay prepared to meet the customer?

This unique “first time” programme will be conducted by **Achal Rangaswamy**, a veteran Sales and Marketing Professional, who has to his credit over 200 programmes covering a wide range of Sales Techniques and Skills. He is also the author of the delightful book “Discovering the Joy of Selling”. He has “sold” various products at the most odd places and times! He is a winner of the AMA Zydu Cadila Marketing Man of The Year.

### **Topics includes :**

- Maintaining a “Sales Mindset”.
- Possessing a “Prepared” Outlook.
- Selling something more valuable than anybody expected.
- Providing a “delightful” experience to the customer.

### **Fee:**

Rs.700/- per person.

(Towards programme fee and refreshment).

