

Programme on

# Value-Based Selling Skills

Wednesday, May 8, 2019 • Time 9.30 am to 5.00 pm



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

**Perspective:** As selling has evolved, successful salespeople have upgraded their skills and abilities to become more consultative and value-oriented. This workshop focuses on the skills needed to sell effectively in today's business environment, such as varying your selling style for different customers and highlighting value rather than price.

It will examine the buyer-seller mindset and review the tools and techniques adopted by successful salespeople in getting business and keeping customers satisfied. It will also review the skills of communication, relationship management and personal motivation that are vitally important to the development of the sales person.

### Content

- Facing the Emerging New Challenges
- Modern Organizational Approaches to Buying
- 7 Stage Professional Sales Call Process
- Qualities, Skills & Attitudes of a Sales Champion
- Identifying & Defining your Competitive Edge
- Prospecting, Pre-call Planning & Opening the Call
- Fine Art of Probing and Active Listening
- Consultative Selling & the 'FAB+P' Approach
- 'AIDAS' Formula for Impactful Sales Presentations
- Value Based Approaches to Overcome Price Barriers
- Managing Common Objections & Closing the Sale
- Standard Negotiation Strategies & Techniques

**Methodology :** Lectures, self-assessment exercises, case-studies and audio-visual presentations.

**Faculty :** **Mr. 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 including GST. (Concession for members 10%, patron members 20%). 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.**

## Programme on Value-Based Selling Skills

May 8, 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, Ph.: 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>Organization:</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"/>