



Programme on
Professional Selling

Friday, October 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

In today's hi-tech, disruptive, globally competitive market, filled with look-alike products and services, trained sales and marketing professionals are your competitive differentiators. Mastering an art of "Professional Selling" allows a sales professional to stand out in the crowd. This expert-led interactive & practical training equips you with vital cutting edge selling skills and latest marketing tools to achieve sales growth and ensure customer delight.

Why this training is so important:

1. Sales is life-blood for any organization. If there is no sale, there is no organization
2. Reinventing selling skills are must as market is at drastic transformational change
3. Numerous studies show that only 25% sales force produces 90% of all sales. What about the rest?
4. 92% of CEO feel essential knowledge and skills gap of sales & marketing professionals adversely affect the top and bottom line results.
5. Research shows that 80% of your company's brand perception is based on how customers feel about your sales professionals
6. Selling skills, tactics and methods worked till yesterday are no longer effective today

Who should attend?

1. Field sales force, Sales Engineers, Salesman, Sales Support, Service, Customer care, Sales & Marketing Managers, Heads of Service, HR, IT, Quality, SCM, Finance, Project
2. B2B, B2C, Industrial, Pharma, FMCG, Knowledge, Service sectors professionals
3. Entrepreneurs, start-up, innovators, consultants, After Sales & Service professionals
4. Professionals in complex services & products e.g. IT systems, emerging technologies, Engineering items, Financial and Consulting services, PG Students

Workshop benefits:

1. Achieving consistent and predictable sales results
2. Winning more business with enhanced profitability and 'superior sales quality'
3. Speeding up sales cycle
4. Cracking into corporate accounts and key account management
5. Transforming customer relationships into partnerships
6. Personal action agenda – action plan for outstanding success

Workshop design and contents:

1. Eye opening customer and sales research statistics and upcoming trends
2. The 15 Essential Sales & Marketing competencies
3. The 5 buying decisions and 9 acts of a sale & win-win negotiation
4. Professional Grooming– Selling Etiquette, persuasive communication
5. Best sales practices, sales process, pricing, FABing, elevator pitch
6. Corporate selling, key account & face-2-face sales skills
7. Paradigm shift – from product & service selling to value selling
8. Innovative selling @ Digital, Social Media, IT savvy, Disruptive, Global Competition

Faculty: Mr. Vikas Chawda, (BE, MBA -Marketing) Corporate Trainer 'Business Coach' and 'Innovation Expert' with 28 years of experience at world-class MNCs, Vikas' forte is in innovation, Sales & Marketing, Business Strategies, Leadership and Organization Development (OD). Reputed companies invite him as an observer and trainer during 'Annual Sales Conference'. He has trained 19000 professionals in 450+ workshops at leading corporates in India and abroad. He is on 'Jury Panel' for reputed Business Excellence Awards e.g. CII, E&Y, FGI, FOKIA, SWITCH. Mentor, Coach, Consultant, Educator and Entrepreneur, he is also a sought after speaker at national and international forums. His articles are published in various newspapers and magazines. He was a special invitee at prestigious Kellogg Global Innovation Conference at USA. He was invited as a speaker on innovation at USA by TiE, world's largest entrepreneurship organization and also by University of Texas at Dallas, USA.

Registration Fee: Rs.1600/- per participant. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "Ahmedabad Management Association". **If you wish to avail GST Credit, please provide your GST Number.**

Registration:

Please send your registration along with participation fee to:

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