CELEBRATING 60 AMAZING YEARS

AHMEDABAD MANAGEMENT ASSOCIATION®

Programme on

The Perfect Sales Presentation

Thursday, June 8, 2017 • 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

Perspective: As business gets more competitive and the cost of selling escalates, companies need to increase their "selling power". The benefits inherent to the product or service must be brought out and tied in to the customers' expectations to appeal to specific needs, wants, desires and problems. The sales presentation must be built around various sales tools and techniques available to make it more understandable to the customer and to increase his/her desire for the product/service.

With buyers becoming more discriminating and time pressures becoming acute, this workshop has been designed to provide new directions on how the salesperson needs to go about making a concise, clear and effective presentation. It will focus on techniques used by sales champions to get the customer's attention, ask questions clearly to determine needs, establish interest in the offering, handle possible clarifications, create the desire to buy and achieve sales objectives.

Content :
- Understanding the Buying Decision Process
- 'AIDAS' Formula for Selling Success
- Identifying & Defining your Competitive Edge
- Prospecting: Why? When? Where? How?
- Understanding Customer Motives/Behaviour
- Feature-Advantage-Benefit-Proof Impact
- Art of Probing and Need Identification
- Understanding & Responding to Objections
- Dealing with the Price/Delivery Obstacles
- Using Market Intelligence to Clinch Deals
- Closing the Sale : Techniques that Work
- Grid for Sales & Marketing Excellence

For Whom : The workshop has been designed for the field sales personnel including sales executives and sales engineers. Marketing personnel engaged in organising sales presentations would also find the discussions useful.

Methodology : Self-assessment Exercises, Case-studies, Group Activities & Audio-Visual presentations

Faculty : **Mr. Vincent D'Silva.** He 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.1500 per participant.Fees include course fee, cost of reading materials, lunch and refreshments. (Concession: 10% for members, 20% for patron members). Cheque should be drawn in favour of "**Ahmedabad Management Association**".

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Registration Form:

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

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

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Name(s) Designation

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2.

Organisation:

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