



SARVAGNYA

SELLING TO WIN HEARTS AND MINDS

“The successful salesperson cares first for the customer, second for the products.”

- Phillip Kotler

“Selling to Win Hearts and Minds” is a workshop to train you on techniques to successfully sell products & services and build long lasting customer relationships. In this highly interactive workshop you understand the market dynamics, evolve sales strategies, apply our High Impact sales competency framework, go through sales psychology assessment, case studies, role plays and group activities to develop your sales competencies.

LEARNING OBJECTIVES

- How to develop Sales Competencies using our Sales Toolkit that has 36 strategic items
- The importance of developing the knowledge base related to company products & services, competition and strategic sales plans.
- How to set powerful SMART goals to create competitive sales pitch.
- How to gain the knowledge of prospecting customers, profiling profitable customers, managing time and product verticals.
- The critical aspects of sales process such as conducting objection prevention strategies, using interpersonal selling skills, establishing decision making criteria to select solutions, conducting negotiations and closing the sale
- The criticality of customer satisfaction, seeking references, and getting repeat business.
- How to make behaviour modifications by evaluating yours as well others sales psychological preferences.
- What are the sales competencies required to be successful and how to bridge the gaps in your sales profile.

METHODOLOGY

Highly interactive workshop based on Sarvaguna Indicator Assessments, group activities, reflections

TARGET AUDIENCE

All Sales Professionals