

# STRATEGIC SELLING SKILLS

12 July 2024 10:00 AM - 12 July 2024 05:30 PM

## Brief Overview:

But in today's highly competitive market, you have to be better than ever before. Not only do you face stiffer and more knowledgeable competition, but like most professional people you also have less and less time to spend with customers. This is true, whatever kind of Marketing activity you are involved in. A recent survey reveals that a company's marketing people spend only two and a half hours a day in front of prospects. The balance of the time involved traveling, waiting, doing paperwork, and other job-related tasks.

It is evident that in today's marketplace, you have to make every minute spent with the customer count. The more skillful you are with your prospects the more sales you will make. The result? More satisfied customers for your company and more success for you. This highly interactive One Day Workshop will help you make those sales by giving you the opportunity to learn some new and very powerful skills and also improve techniques that you use today. Thousands of professionals have benefitted tremendously from this program and have improved their sales performance apart from sharpening their communication skills and honing their personality too.

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## Session content:

- Seven Traits of Leaders
- Unique Resource Ideas
- Building Alliances
- Asking Great Questions
- Communicating Persuasively
- Early Engagement
- Effective Closing Techniques
- Measuring Success
- Frequency of Measurement
- Tools for Measurement

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## For Whom:

- Managers / Executives: Marketing, Sales, and professionals from the field of Advertising, PR, and

Communication and students shall benefit tremendously from this one-day highly interactive workshop.

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## **Key Takeaways:**

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## **Facilitator profile:**

A versatile and highly successful Sales and Marketing professional who has over 4 decades of experience out of which over 2 decades have been in the capacity of an inhouse as well as external trainer, facilitator and Coach to thousands of very effective and successful Sales professionals pan India and even abroad. Having been trained by top-notch trainers from international organizations that made their mark with differentiated and trendsetting sales methods, Achal N Rangaswamy is a passionate trainer with unmatched energy levels. He has authored 5 books and the latest one is called DON'T COURIER THAT ENGAGEMENT RING.

He is a Tedx speaker (IIM-Raipur)

## **Fee Details:**

- **Fee Details**
- Member amount : Rs 0.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :