

Madras Management Association

presents

One Day Workshop

Sales Masterclass



📍 Venue

MMA Management Center

For Registration

- 📞 6374603433
- ✉ mma@mmachennai.org
- 🌐 www.mmachennai.org

Date & Time

- 📅 16th February 2024
- 🕒 09.30 am to 5.00 pm

Overview & Session Content

A Sales Masterclass is a training program designed to enhance and refine the skills of sales professionals. The specific content and structure of a Sales Masterclass can vary, but typically, it covers a range of topics aimed at improving sales techniques, communication skills, and overall effectiveness in the sales process.

Content:

- Overview of the sales process: prospecting, qualifying, presenting, handling objections, closing.
- Importance of Knowing your buyer in sales.
- Developing strong communication skills.(questioning techniques)
- Active listening techniques.
- Non-verbal communication and body language.
- The psychology of building rapport. (NLP Techniques)
- Establishing trust with clients.
- Strategies for creating lasting relationships.
- Common objections in sales and how to handle them.
- Techniques for turning objections into opportunities
- Different closing techniques.
- Recognizing buying signals.
- Practicing effective closing strategies through role-playing.
- Importance of ethics in sales.
- Professional conduct and integrity.
- Case studies and group discussions for each session.

Target audience:

- Sales Managers
- Sales Executives
- Entrepreneurs
- Faculty Members (Sales & Marketing)
- Those who want to be successful in Sales.

Facilitator Profile: Ramaprasad Sreenivassan



- Sreenivassan Ramaprasad, the founder and enabler of Saamartya, is a Masters (M.Sc - Tech) graduate from BITS Pilani and a certified NLP practitioner. Ramaprasad started his career with Associated Instruments Manufacturers India P Ltd New Delhi, and consequently joined JK Tyres and CADD Centre in 1989. At CADD Centre, he grew to become the Executive Director of the company in a span of 15 years.
- During his tenure in CADD Centre he was instrumental in establishing CADD Centre in Delhi and making CADD Centre a national brand. He developed the equipment business of CADD Centre in 1995. With virtually no employee and nil turnover he built the equipment business to Rs 50 crores in a span of 6 years and strengthened the company to 225 executives. Currently he is the Director in CADD Centre Training Services, Asia Pacific 's largest CAD training network with presence in 30 countries.
- Ramaprasad served as COO in a new venture called iKix 3D prints which specialized in 3D services. As a Chief Operating Officer, he was able to successfully get across the concept of 3D printing services to Architectural Industry. He started another venture called Saamartya in 2016 that enables people to develop their people skills and business skills. He is actively engaged in streamlining sales processes of small and medium companies.
- He is an active Rotarian, having led Rotary club of Madras West as its 50th President, made the club more vibrant with his interpersonal skills. He also initiated a Dialysis Center for the Club' s Thiruverkadu Medical Centre. He is known for his anchoring skills and he is a regular invited speaker in Rotary circles. Ramaprasad is the current President of Professional Speakers association of India Chennai Chapter.
- Ramaprasad was the Vice Chairman of Indo American Chamber of Commerce Tamil Nadu Chapter which is a chamber that promotes bilateral trade between India and USA. Ramaprasad got married to Geetha in 1993 and has a daughter by name Ananya who completed her Viscom(Visual Communications) and a professional actor.

Fee :

MMA Member Fee : Rs.3,400 + 18% GST

(Includes Course kit, Lunch and Refreshments)

Registration : [CLICK HERE](#) 

We request you to mail the list of participants to mma@mmachennai.org

*Please await our confirmation and payment advice.

For more details and clarifications (if any), please feel free to contact :

- Vinoth- 6374603433
- Gp Capt R Venkataraman (Retd) - 9444700068

Thanks & Regards,

Gp Capt R Vijayakumar (Retd), VSM

Executive Director,

Madras Management Association,

New No 240, Pathari Road (Off Anna Salai)

Chennai - 600006



MMA Social Media :



About MMA

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is "To be the Fountainhead of Worldclass Management Excellence in India".

Over the past six decades, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices. MMA has contributed immensely to the enhancement of management capability in this part of the country and in particular Tamil Nadu and Puducherry. MMA has over 8000 corporate houses, industries, professionals, academics, and executives on its rolls as members. MMA annually organizes about 750 executive development activities, including seminars for top management with a total participation of fifty-nine thousand executives and entrepreneurs.

MMA is the largest affiliate association of the All India Management Association (AIMA) in the country and has been adjudged as the Best Management Association in India by AIMA Fourteen times in a row including the year 2022-23.

The activities of MMA are planned to achieve managerial excellence in the functioning of industries and professional managers in Tamil Nadu and Puducherry. In this direction, MMA chapters have been established at various towns in Tamil Nadu mainly to cater to the needs of SMEs. Nine such MMA Local Chapters at Ambur, Attur, Erode, Hosur, Namakkal, Salem, Sri City, Trichy, and Puducherry are functioning effectively.

Apart from corporate leaders, MMA has, in its Managing Committee, the Vice-Chancellors of Madras University & Anna University, the Directors of IIT Madras, IFMR, and the Chief Secretary, Government of Tamil Nadu, as members.