



MADRAS MANAGEMENT ASSOCIATION

Presents

One Day Workshop on

Sales is Always Fun!

**Because influencing people with
purpose is a life skill – not just a job**

Date : Friday, 20th June 2025

Time : 10:00 AM - 5:30 PM

Venue : Madras Management Center, Chennai

Workshop Objective

This workshop aims to ignite enthusiasm among students and young professionals about the world of sales. By breaking myths and reshaping perceptions, the session helps participants understand that sales is a noble, people-centric profession that fuels growth, innovation, and impact. Through fun, interactive modules, attendees will learn essential sales mind-sets, behaviours, and skills that build a strong foundation for success in any career.

Workshop outline

- What makes sales a noble profession

- Cultivating the right sales mind set
- Traits of top-performing salespeople
- Don'ts every sales newbie must avoid
- Making a powerful first impression
- Rapport building made easy
- The sales process simplified
- How to negotiate without fear
- Objection handling with confidence
- Effective sales communication skills

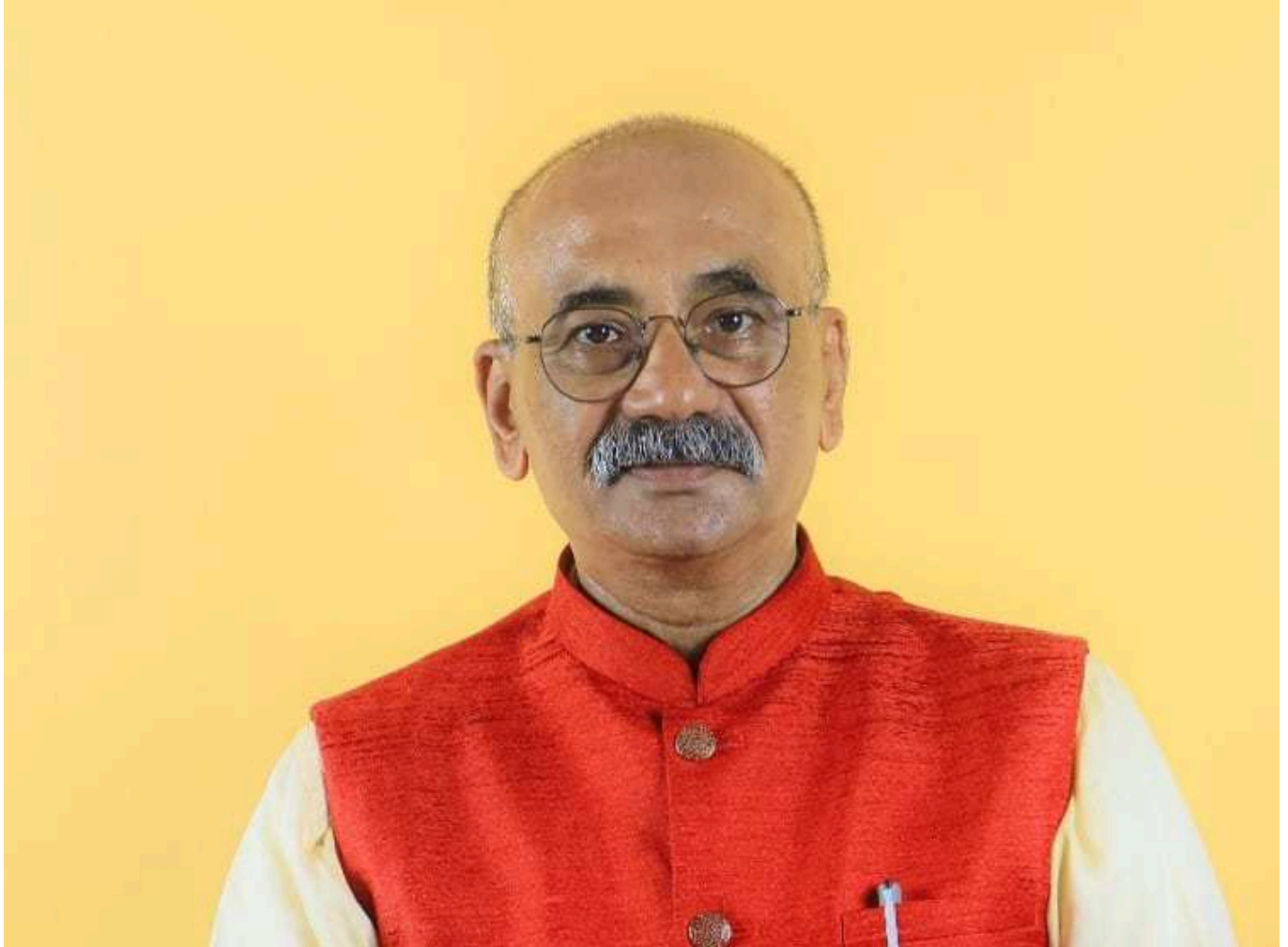
Get ready to learn by doing - This workshop blends fun, interaction, and real-world insights to make learning unforgettable.

- Role Plays & Simulations – Practice real sales conversations, pitches & negotiation
- Group Activities & Games – Build teamwork and learn by solving fun challenges
- Live Demos & Micro-Presentations – Watch and try sales techniques in action
- Video Case Studies – See how sales pros handle real-world scenarios
- Reflection & Feedback Rounds – Boost self-awareness and confidence through peer learning

- Students exploring business, marketing, or customer-facing roles
- Fresher's preparing for a sales-based job or interview
- Entry-level executives in sales or client engagement
- Budding entrepreneurs who want to pitch like pros

- A positive, confident approach to sales
- Practical tools for real-world customer interactions
- Techniques to build rapport and gain trust

- Communication hacks for influence and persuasion
- First-hand experience in role-plays, mock pitches, and fun simulations



D.Ajith kumar

Sales - Trainer /Coach / Consultant

Ajith Kumar D is a seasoned professional with over 30 years of experience in sales, marketing, product, and P&L management across leading companies like E Merck, HUL, Kodak, Xerox, HCL Infosystems, and Redington. He has been a sales trainer since 1999 and works as a coach, consultant, communication expert, and professional speaker. Ajith is also a certified hypnotherapist and counselor. His certifications include Train the Trainer, ICF Coach, NLP Trainer, Emotional Intelligence, DISC Profiling, and Hypnotherapy. He is the founder of *Sales is Always Fun*, a platform

for training and resources. Ajith combines corporate insights with coaching tools to inspire professionals and teams. He is active on YouTube and LinkedIn, sharing knowledge and motivation.

Rs. 1600 + 18 % GST

for non-MMA members

Rs. 1250 + 18 % GST fee

for MMA members

Early bird 5% for
nominations received with
participation fee on or
before 13th June 2025

*Fee once paid will not be
refunded.

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