

# Sales Masterclass

16 February 2024 09:45 AM - 16 February 2024 05:15 PM

## Brief Overview:

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.

---

## Session 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.

---

## For Whom:

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

## Key Takeaways:

---

### Facilitator profile:

- 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 Details:

- **Fee Details**
- Member amount : Rs 3400.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :