



HOW NOT TO SELL

A BRILLIANT SALES ACUMEN MASTER CLASS

Fees : BDT 10,000/- +VAT

NOVEMBER 09 & 10, 2018

OVER VIEW

An intriguing, thought provoking in depth insight into the chemistry of effortless sales and profits focusing on long term customer relationships and price negotiation pitfalls, tricks and techniques!

SHUBBRATO DUTTA

Transformational Motivational Speaker
Training Facilitator & Success Coach

Shubbrato Dutta, is a known name as a Motivational Speaker, Corporate Skill Facilitator, Consultant in the Education, Retail, FMCG, Consumer Durables, Service Industry and the Banking/Insurance fraternity. He specializes in Sales, Leadership and various people skills.

A veteran, with over 24 years of rich corporate experience tasting the flavors of various MNC's in the domain of Sales, Marketing and Training, he has been with L'Oréal, Kotak, HDFC Bank etc. in the East of India, and has served P&G - Wella as Regional Sales Manager in the West of India. With Future Group he had initiated the Learning and Development division in the North of India and headed two group companies of Future Group namely Convergem Retail India Ltd and Footmart Retail India Ltd in the same domain. He takes special interest and does amazing Outbound programs on Leadership, Team Building, Assertiveness and Decision Making. Some of his programs include Mind Over Matter Workshops like Walking on Fire, Walking on Broken Glass, Breaking the Arrow etc.

He has trained extensively all over India and countries including Bahrain, SAARC countries like Bangladesh, Nepal and Afghanistan

COVERED AREAS

The key areas covered in the course are:

- Planning Your Approach
- Building a Relationship
- Expectations and Objectives
- Needs and Problems
- Options
- Objections Handling
- Obtaining Commitment
- Facilitating Your Customer's Buying Process
- Win-Win Negotiation
- Wrap up The Deal

OBJECTIVE

Our selling skills seminars help participants:

- Create and environment in Sales where pull is evident rather than Push sales.
- Create and manage key long-term relationships
- Quickly position and differentiate their company, so the prospect sees the value in meeting and working together
- Use a tough but graceful approach to probe for fully-developed and underdeveloped needs
- Present ideas and solutions in a way that ties directly to the client's needs
- Listen to the client's objections and be patient enough to ask questions before responding
- Probe to understand the buyer's decision process and decision criteria
- Create strategies and action plans to win competitive sales
- Create Win-win relationships with benefits for longer business prospects
- Avoid the Price / Scheme / Discounts traps and pitfalls while negotiating
- Wrap up a sales call by gaining commitment to next steps We make extensive use of role playing, taping and critiquing to move each participant to the next level of skill and productivity
- How to gain access to the right people
- Several ways to position and differentiate their company in the opening minutes of the call
- A method for questioning strategically, in order to uncover and then develop client needs
- How to present value-added solutions
- Why it is important to explore and clarify objections before answering them

WHO SHOULD PARTICIPATE?

Managers and Mid Level Executives