



## WANT TO BE HIGHLY PRODUCTIVE SALES PROFESSIONAL?

### Free of cost Five Days (10 hrs) Selling Skills Development Workshop-cum-Certification by Industry Professional(s)

July 26-30, 2021: Interactive Virtual Mode

Time: 7:00-9:00 pm (Monday-Friday)

**Audience:** Junior & mid-level Sales Executives, Business Development Associates, Team Leader(s), Sales Managers

**Pedagogy:** Experiential learning, storytelling, case reviews, bringing change through individual skills assessment and feedback mechanisms

**Free of Cost:** Certificate(s) will be awarded on successful completion of workshop

**Registration form:** (The confirmation will be sent as per contact details given by the candidates)

<https://lnkd.in/gHkxRSa>

PML SD Business School, Chandigarh ([www.pmlsdb.ac.in](http://www.pmlsdb.ac.in)) has been promoted by GGSDS College Society Chandigarh (<http://www.sdcs.in/>) and is envisioned as a centre of excellence for management education and is a unique and different B-School from the run of the mill management institutions. The B-Schools offers two years full time Post Graduate Diploma in Management (PGDM) [AICTE Approved] since 2020 with the vision of creating and disseminating holistic value based management education for building and grooming future leaders.

Shri Upkar Krishan Sharma, Patron & President  
Dr. K. L. Dhingra, Director  
Dr. Susheel Chhabra, Professor (7982870126)  
Prof. Richa Sharma, Assistant Professor (9988334697)  
Dr. Manjul Vaidya, Assistant Professor (9779123999)  
Coordinator(s)

**Workshop Outcome(s):** The participants will be able to use experiential skills along with practical knowledge gained from industry experts in their routine as well as planned sales activities.

The comprehensive interactive sessions spanning over five days will bring a new level of awareness and expertise as how to handle their sales targets effectively by using sales effectiveness tools; bring change in their interpersonal and enhance negotiation skills; conceptualize structure of a marketing plan, conduct SWOT analysis, design marketing mix and do sales analysis; understand using hands on sessions as how to use social media channels to automotive and ensure leads to conversions and how to handle customer accounts effectively through specialist care support, communication, monitoring, and focusing on Key Process Indicators(KPIs)

### Session(s) coverage and professional trainers' profiles

#### Enhancing sales effectiveness by synchronizing attitudes to achieve sales objectives

The executives will be able to understand sales effectiveness tools and techniques and their roles to enhance it at the desired level(s). This will help them to demonstrate as how to achieve business objectives.

Shubhendra Singh Parihar: Market Scientist: Industry Mentor, Dean of Student Affairs, Jaipuria Institute of Management, Lucknow

#### Handling B2B & B2C sales interactions: interpersonal and negotiation skills

The participants will learn professional ways to handle sales targets understand their customers and guide them to make effective buying decisions. The session lays out a process to become successful by allocating responsibilities and outline them comprehensively.

Roshan Joseph, Founding Partner, B-More Consulting LLP

#### Marketing Plan for Effective Sales

The participants will be able to understand and conceptualize structure of a marketing plan. Learn how to conduct SWOT analysis, creating a marketing mix conducting analysis using Ansoff Matrix.

Manjiv Singh, Head Operations, Gilard electronics Pvt. Ltd., Mohali

#### Social Selling Strategies: Selling through fragmented communication channels

The session will equip the executives in understanding nature of social selling, prospecting future customers, and using ICT tools to sell in social media channels. The participants will be able to bring innovations in healthcare, design social marketing contents and will have the ability to increase leads to conversions.

Ajay Chhabra, Chief Digital Officer, Yashoda Hopital & Research Centre, Ghaziabad

#### Assessing Sales Potential: Profiling & feedback mechanism

The resource person will provide practical insights as how to profile individual customer to target products, manage key accounts, bring and apply specialist care support along with communication to assess sales potential and focus on Key Process Indicators (KPIs) to achieve sales productivity.

Vikas Dutt, Strategic Marketing Consultant, Business Leader, Ex AGM, Usha International