

A magnifying glass with a black handle and a silver frame is positioned over a blue and white globe of the Earth. The background of the entire page is a vibrant blue with white circuit-like patterns and a halftone dot pattern at the bottom left.

Proposal for Effective Selling Skills Program

“Training is a process not an Event”

In the era of *ever changing business* dynamics career paths are more complex than ever before.

Selling is one of the Key functions in any business. It brings revenue to the organization. Sales person is the first one who experiences the customer’s needs. Sale is a function of many things. It is a satisfaction of some needs to customer and a revenue generation for the organization.

But this transaction is not simple, because customers are *“Time poor and ‘Information rich”*
To handle such demands from the customers a trained sales person is more equipped than an ordinary person.

Learning Selling skills is a difficult proposition. One has to change or alter his natural style and adapt to a new way of life. This will create conflict in the participant’s mind and often they tend to devoid themselves in the trainings.



We at TOOLS understand this dilemma of the participants and uses internationally renowned DISC Behavior analysis to train the participants.

Basic principle behind this method of analysis is "Individuals behave uniquely and differently internally and to any external environment but there is a distinct relationship between them" In this test such behaviours are divided in to 4 categories

- How one approaches problems and challenges
- How one interacts and influences people
- How one responds to changing and Different levels of activities
- How one responds to rules and regulations.

"A Sale is not something one pursue it is what happens to you while you are understanding your customer's needs."

Using this concept TOOLS will make the participants to understand themselves and their customers better. The participants will learn the entire sales communication and understanding the customer by understanding the way customer behaves.

TRAINING PROGRAM PLAN

Training Program Name	<i>Effective selling skills</i> “Selling the way your customer wants to Buy”
Training Aim	Make the participants to understand and learn the concepts of effective Selling skills which includes Understanding of Products, Customers, Need Satisfaction, Art of closing and CRM
Training Participants (description of target group & estimated numbers)	Final year or Pre- Final year students of Engineering/BBM/BSc/BCA or Final year students of MBA
Program Delivery Approach	<p>Tools Academy uses its unique DISC -Behaviour Analysis based approach towards making the participants to understand both themselves and their customers. This understanding will hold as a base for defining and understanding their own unique way of selling style. This understanding will make them to sell effectively. The participants will be trained to understand the process and procedures in making sales to happen</p> <p>Participants will be trained to understand the nuances in</p> <ul style="list-style-type: none"> • Understanding products / Customers, Based on the type and Buying behavior, through Unique DISC Behavior analysis • Understanding Sales processes like Prospecting, Suspecting etc... • Need Satisfaction Selling • Art of negotiation and use of effective communication skills for negotiations. • Handling Objections- • Art of Closing the sale. • Customer relationship Management <p style="text-align: center;">Develop all-round personalities with a mature outlook to function effectively with different customers</p>

<p>Program Content (Topics and sub-topics)</p>	<ul style="list-style-type: none"> • Human Behaviour and types of communication (As a First step here we will make the participants to understand their style of communication through our unique behavior test. Rest of the training will be based on the 4 distinct communication styles they possess. This will act as a base to understand different types of customers and alter their communication style) • Understanding products viz... Commodities , Brands, Services • Understanding customers based on type of customer or Buying etc... • Sales process :Pre Sale: Suspecting and prospecting (Understand and classify based on Products , Needs and Geography) • Need satisfaction selling: Sell the way customer wants to buy. Importance and Stages of Need satisfaction selling. Art of Probing and understanding the needs. Understanding the concept of Need behind the Need. • Proposing the Sale • Negotiation: Styles of Negotiations, Understand and usage of Body language in Negotiations. Negotiating with Tough customers (Low Ball technique /Bait and Swatch technique Etc...) • Art of closing the sales , understanding buying signals • Types of closing viz...Direct close, Summary of Benefits close, Assumptive Close etc... • Customer relationship management- A simple and Effective way to increase sales effectiveness.
<p>Duration of the program</p>	<p>15-18 Hours spread in 2 – 3 days</p>
<p>Trainer's Profile</p>	<p>Mr. P.V. Murthy : A distinct corporate citizen with over 20 years of professional experience in the areas of sales and Marketing and customer service. He is an internationally certified behaviour analyst. Mr. Murthy is a certified trainer and has trained under Dale Carnegie Institute of communication skills. He has conducted more than 20 programs in selling skills and art of communication. Under the banner of TOOLS ACADEMY FOR CAREER EXCELLENCE he is travelling across India and</p>

	<p>guiding young students to define and achieve their career goals</p> <p>Mr. L.R. Manjunath</p> <p>Manjunath is an AIMA (All India Management Association) certified Management trainer. As a professional he has spent more than 20 years in corporate world in various capacities. His expertise is training fresh graduates in the areas of Goal setting/ Communication skills /Negotiation skills</p> <p>Mr. Praveen Subramanya.</p> <p>Mr. Subramanya is a Professional with varied skills. As a Vice president in a Finance organization he is guiding people in risk management and Customer relationship Management. As a trainer he is focused to train people in Team work and creative thinking</p>
Resources required	<ul style="list-style-type: none"> • Training Hall with comfortable seating arrangements for the participants. • AV projection system • Chart paper /White board and other accessories.
Investment for the Training	To be discussed in person.

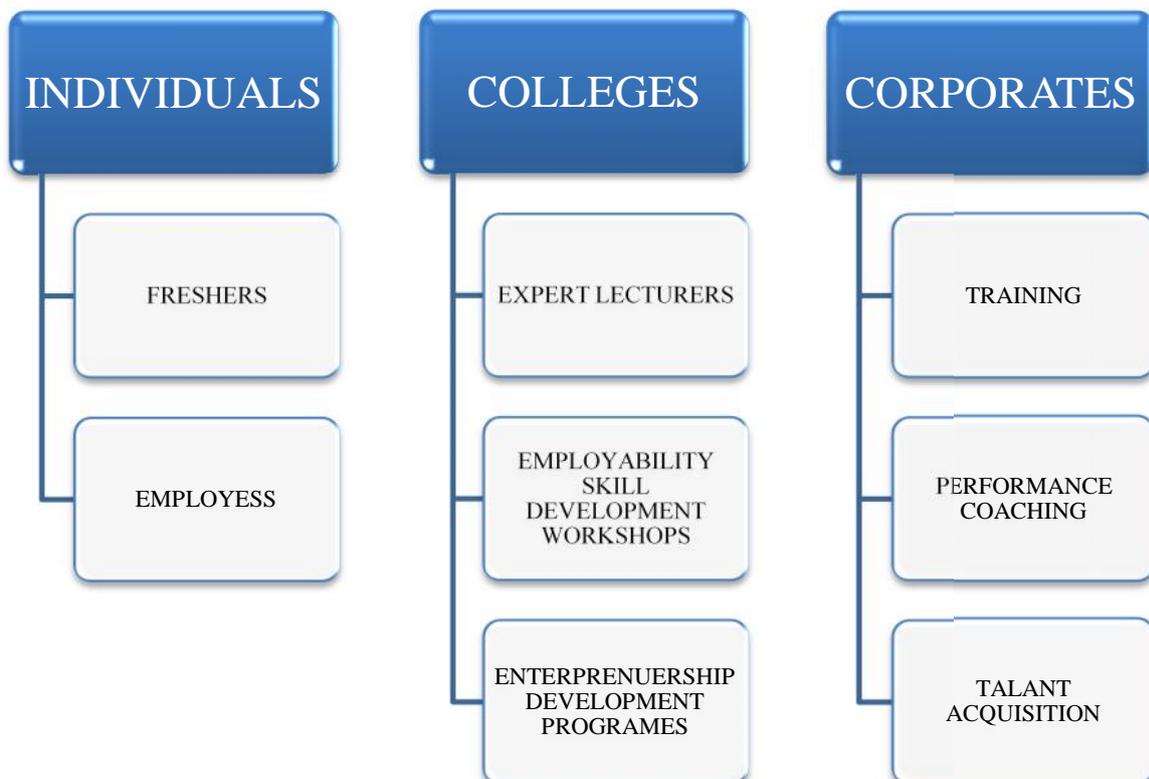
About us

“TOOLS” is a group of individuals who are having expertise in the areas of Sales and Marketing, Administration, Training, HR and Counseling.

The core strength of TOOLS is it's in dept h understanding of Indian Industry scenario and practical exposure in applying business strategy. Each individual in team TOOLS is an authority in his/her domain

Services offered:

“TOOLS “offers its helping hand in various areas Like COUNSELING, COACHING, MENTORING, TRAINING etc... not limiting only these, we are capable of designing and delivering unique offerings to Colleges and corporates to suit their requirements.



INDIVIDUALS

FRESHERS

CHOOSE RIGHT INDUSTRY AND PROFILE

A 30 minute discussion will be done with the candidate, to understand his skills, interest, education and vocational skills. Based on this discussion candidate will be advised to choose industry and his profile which is most suitable for him/her.

CHOOSE YOUR COMPANY

A comprehensive discussion will be done on the need and skill analysis, with critical factors like Industry, company requirement and skills gap analysis. A detailed roadmap will be given to the candidate for choosing right company/role/job title/location etc...

WRITING A WINNING RESUME

Candidates are given hand holding in writing their own resume. An hour long exercise with the mentors to write their own resumes will be helpful in understanding their own strengths and their achievements. Since the candidates are writing their own CV it is easy for them to project themselves positively in the interviews.

INTERVIEW TECHNIQUE COACHING

Many books/coaching materials/web articles are available in this subjects but still a fresher will always face a tinge of fear in interviews. We will equip the candidates with appropriate techniques and motivate them to face positively. Through a 30 Min session (direct or through telephone) candidate will be given enough inputs to face interviews fearless

PREPARE TO EXCEL

In this 45 min session candidates will be given inputs about the corporate world, Corporate etiquettes, art of handling awkward situations in the first week, How to seek help from seniors and process of learning things quickly.

Follow-up programs, preferably in a group to fine tune the issues. On job performance evaluation and applying appropriate strategies to face the situation.

EMPLOYEES

CAREER MAPPING THROUGH BEHAVIOUR ANALYSIS

Our natural behaviour and behaviour with external environment is based on the combination of these four characteristics. If one understands these four basic behavioural traits and studies it against various day-to-day situations he/she can be successful. Be it in their studies/job/Relationship/Communication with others or for any situation, this tool can guide you in behaving exactly what situation demands.

PERFORMANCE COACHING

Become an extraordinary performer from a mediocre. This assignment based program targets individual executives to change their behaviours, attitudes and guide them step by step to improve your professional performance (Call for a free personal discussion)

MENTORING

Mentoring is a process for the informal transmission of knowledge and the psychosocial support perceived by the recipient as relevant to work, career, or professional development; mentoring entails informal communication, usually face-to-face and during a sustained period of time, In this program professionals can discuss with the mentors about their careers and take help to improve their performance. This is a long term assignment based program which involves continuous coaching and training. (Call for a free discussion)

CHOOSE A NEW CAREER

Want to change your job/industry/location?

Confused whether to take it or continue with the same organization?

We at "TOOLS" help you in making these decisions.

In this 45 Min one –to –one program we will help you in identifying an ideal career path. This includes re writing the CVs, conducting skill tests to decide the ideal career path, Ideal industry and company. **Through our associate Placement consultants we can help you to be placed in target companies.** (Call for a free discussion).

COLLEGES

EXPERT LECTURE

“TOOLS” offers various guest lecturer programs through its associate consultants to impart practical Knowledge and exposure to the students. We have a pool of Industry experts in various Technical and Management streams who can share their acquired Knowledge with the students.

“TOOLS” can also help colleges to design innovative industry academic interaction programs.

EMPLOYABILITY SKILLS

Many surveys and experts indicated their views on the employability skills of our students. Employability skills are not limited to communication Skills or Technical skills; it is the overall grooming of the student and his readiness to enter in to corporate world.

“TOOLS” offers a 3 – Phase workshop on developing Employability skills Development. During and after the workshop students are given sufficient hand holding in becoming a professional.

ENTREPRENEURSHIP DEVELOPMENT PROGRAMS

Entrepreneurship is a passion. The seed of entrepreneurship is to be implanted in the minds at the stage of college graduation itself. Experts in “TOOLS” will help colleges in conducting training programs and workshops on Entrepreneurship Development.

CORPORATES

Experts in ‘TOOLS’ conduct training programs on “ Sales excellence” “Leadership Skills” “Performance coaching”. Through our associate partners we provide Talent acquisition solutions in Middle and senior management Levels.