



**Register  
Now!**

# Personal Selling

## Program Outline

- The Wins of Personal Selling ● Elements of the Personal Selling Process ● Prospecting and Qualifying
- Pre-approach ● Approaching the Customer ● Making the Presentation ● Asking the right question to lead to a business win ● Anticipating & Handling Objections ● Winning Closing Techniques
- Personal Selling Ideas from Case-Studies ● Sales Funnel Planning ● Relationship Building

## Who will benefit from the Program?

In today's competitive world, businesses need to move past selling and acquire new patrons & develop a lifelong relationship with them. This program is meant for all the personnel who are lead the dynamic front of developing business in industries like:

- All B2B sellers ● Showroom Sales Personnel for Consumer Durables ● Sales Personnel to Corporate Institutions ● Sales force from Telecom ● Automobile Business Development Personnel
- Workforce specializing in Personal Care Products ● Cosmetics & Fragrance Industry Personnel
- Retail Business Sales Force ● Others

## The Learning Outcomes of the Program

The aim of this course is to take your Personal Selling to the next level by developing a marketing 'package' that will sensitize you to the customers' needs.

On doing this course you will be able to

- Get professional outlook to Personal Selling ● Understand Customer Communication: Verbal & Non-Verbal ● Master Each Stage of Selling: From Prospecting to Sales Closing ● Showcase Company Strengths ● Ask all the right questions to drive a sale ● Handle objection ● Plan details of every Client Interaction ● Plan a winning Sales Funnel ● Maximize Sales from existing Clients

## Trainer Profile



28 years of industry experience across Personal Care, FMCG, Engineering, Software solutions, Hardware & I.T. and Education products & services gives Rajeev Chawla a wide band-width of Sales experience to share with participants. Product, Service & strong concept selling is his forte.

His methodology includes lectures, videos, role plays & large scale situational coverage to ensure Success in Selling.

### What he brings to the table? :

- Several years of diverse industry experience ● Expertise in the domain of Personal Selling
- Teaching experience at prominent B-schools ● Specialization in Training in the Industry
- Delivery of a high order ● A methodical approach ● Content developed by a focused team
- Ethical and Professional conduct

**Coordinator:** Aditi Mohile

**Contact Details:** Aditi Mohile : 9833156673/22621366 **OR** XIC Rekha Tel no. 22642240/9820133580

**Date of Next Course:** 25<sup>th</sup> & 26<sup>th</sup> September, 2010.

**Contact Timings:** 10.00 AM to 6.00 PM