Perspective

As selling has evolved, successful salespeople have upgraded their skills and abilities to become more consultative and valueoriented. This workshop focuses on the skills needed to sell effectively to your Businessto-Business (B2B) and institutional clients, such as varying your selling style for different customers and highlighting value rather than price. It will examine the buyer-seller mindset and review the tools and techniques adopted by successful salespeople in getting business and keeping customers satisfied. It will also review the skills of communication, human relations, and personal motivation that are vitally important to the success development of the sales person in a competitive environment.





19th & 20th August, 2022 10:00 AM to 6:00 PM

Day One: Professional Selling Skills

Day Two: Win-Win Negotiating Skills

SUCCESSFUL B2B SELLING & NEGOTIATING SKILLS



Professional Selling Skills

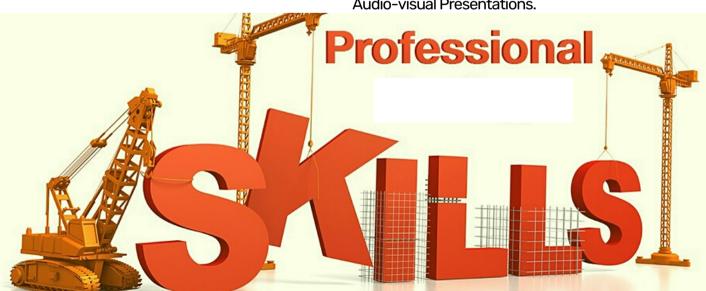
- ➤ Facing the Emerging New Challenges; Modern Organizational Approaches to Buying; 7 Stage Professional Sales Call Process; Qualities, Skills & Attitudes of a Sales Champion.
- Enhancing Call Planning, Probing & Listening Skills; Identifying Needs & Opportunities; Using the 'FAB+P' Model to Influence Buying Decisions; Responding to Sales Objections.
- ➤ Handling Unresponsive but Hi-Potential Customers; Achieving your Sales Goals & Collection Targets; Importance of Recording & Reporting; Tips for Proactive Customer Care.

Win-Win Negotiating Skills

- Traits of a Successful Negotiator; Planning & Preparing for a Negotiation; Identifying & Using your Sources of Power; Working out your Interests, Needs & Objectives.
- Negotiation Techniques Evaluating your Style; Listening & Speaking Skills for Negotiators; Using an Assertive-Responsive Personality while Influencing Others.
- Understanding the Games Negotiators Play;
 Managing the Demands for Discounts;
 Avoiding Common Negotiating Mistakes;
 Handling Difficult People/Situations.

Methodology

Assessments, Case-studies, Group Discussions & Audio-visual Presentations.



Faculty

Vincent D'Silva, Principal Consultant, Silva Management Services

Vincent has over 25 years of work and consulting experience in reputed organizations in Strategic Planning. Marketing & Manufacturing. His workshops on Sales Excellence, Leadership Essentials, and Communication Effectiveness, have been conducted in India, the Middle East & South-East Asia. He is an Engineer from VJTI, an MBA from the S. P. Jain Institute of Management, and has been a faculty at several renowned business schools and corporates in India.

Fees

BMA Members:

Ordinary Members = 7200/-

Life Members = 6000/-

Corporate = 8000/- (4 Paid + 1 Complimentary)

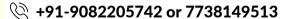
Academic = 6000/- (4 Paid+ 1 Complimentary

Non Members - 12,000

*(+18% GST Applicable)

For Webinar and Marketing Enquiries

Ms. Supriya Patade or Ms. Laxmi Gupta



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