

## Perspective

As selling has evolved, successful salespeople have upgraded their skills and abilities to become more consultative and value-oriented. This workshop focuses on the skills needed to sell effectively to your Business-to-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 and development of the sales person in a competitive environment.

Take your professional skills to the next level....



**bma** BOMBAY  
MANAGEMENT  
ASSOCIATION  
get better

A two-day workshop on

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**

## NEGOTIATION



AGREEMENT



SKILLS



COMMUNICATE



TACTIC



CONTRACT



COLLABORATION



GOAL

## 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

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