



# SALES PROCESS EXCELLENCE

2 DAYS INTERACTIVE WORKSHOP ON  
SALES EXCELLENCE MANAGEMENT



## TRAINER

### Ayan Banerji

Globally certified International Trainer and Coach  
Edexcare Learning Services India

#### Ayan's Expertise

Ayan Banerji is a Fellow of the Life Management Institute, from the Life Office Management Association, USA, an Associate in Financial Planning from the Financial Planning Standards Board, India and accredited from the Insurance Institute of India.

Ayan has been certified on numerous global Learning & Development sessions by global and Indian L & D organisations to conduct workshops on Leadership, Personal Excellence, Sales Process, Key Account Management and Experiential Learning.

Handling projects on Human Capital Management for reputed corporate houses, Ayan is humbled by the opportunity to learn everyday.

#### Ayan's Experience

A Graduate in Mechanical Engineering from Jadavpur University, Kolkata, Ayan has many years' exposure to working with Fortune 500 companies in India and abroad in Project Management, as well as in risk management and financial services. He has led high performance business development and Learning / Development teams in diverse business domains. Ayan also has over fourteen years of exposure conducting high impact workshops for reputed corporate clients in India and abroad. Over 50 reputed corporate houses and identified Business Management Schools regularly seeks his professional services.

#### Ayan's Repertoire

Ayan facilitates Learner Centric workshops on Transformational Leadership, Team building, Personal Excellence and Sales Effectiveness for large organizations in BPO, FMCG, Real Estate, Engineering, Supply Chain, Telecom, Banking, Financial and many other sectors in India and abroad. Handling diverse levels of target audience across geographies provides the ultimate platform of best practices which enhances the quality and impact of these workshops. Many innovative learning techniques contribute to the enrichment of participants. Demonstrating Learning for Results is key.

Today, Ayan is the brand ambassador of many reputed Learning & Development organizations across India.

## SESSION OBJECTIVE

By the end of the workshop the learner would be able to

- Explain the concept of Sales Excellence
- Explain the key features of Major Account Selling
- Apply each step of the Buying Selling Process
- Apply each step of the Channel Sales Management Process
- Create a SMART Plan of Action to implement learning

FEBRUARY 14 & 15, 2020

BDT 10,000/- +VAT

## TOPICS WILL COVER

### A. Overview on Selling

- What is Selling
- Evolution of Selling in society
- Expectations from a 21st century seller
- Examples of Selling
- How to sell more

### B. Human Needs, Wants & Demands

- Concept of Need, Want & Demand
- Abraham Maslow's Hierarchy of Needs
- Types of Needs
- Role of Need in selling

### C. Characteristics of Major Account Selling

- Huthwaite Research Group Study
- Difference between Small Sale and Major Account Selling

### D. The Universal Buying Selling Process

- The Buyer's Psychology
- The Seller's Role
- The Buying Selling Process
- How could the Seller facilitate the Sale at each stage
- Creating Account wise strategy for each participant

### E. Enhancing Sales Effectiveness at Each Key Step

- Deep dive into each key step of the Sales Process

### F. Channel Sales Management

- Overview on Channel Sales Management
- Role Clarity on each key stakeholder in Channel Sales
- Appointing the right Channel Partner
- Evaluating each Channel Partner
- Managing Channel Partners effectively
- Motivating Channel Sales Team
- Managing Channel Conflicts
- Managing Channel Partners' ROI

### G. The Role of A 21<sup>st</sup> Century Sales Professional

- Role of the Seller
- Role of Relationship
- Role of Service
- Evolution of the Seller's role today
- Role of Digitisation in modern day selling

### H. Key Competencies in A Sales Professional

- 10 key characteristics of the professional seller today

### I. From Learning to Implementation

- Creating an Individual Participant Plan of Action