

MDP 20: Enhancing Sales Force Performance

Introduction

The purpose of the enhancing sales performance program is to improve the participants' ability to sell the products and services of the organization, where the product offerings are similar to those of the competition. The underlying assumption of the program is that no matter whatsoever experience a person may have, no matter how so ever good a professional he already is, he can learn to sell the products and services of the organization more professionally.

Benefits of Attending

Upon successful completion of this course, the participant will have demonstrated the ability to:

- Analyze sales opportunities.
- Identify prospects, qualify them, handle objections and close the sale.
- Develop sales presentations to satisfy customer needs and wants.
- Evaluate different types of sales presentations.
- Evaluate the role and function of the sales person.
- Make sales presentations to individuals and groups.

Program Contents

- Introduction to Sales
- Psychology of Selling
- Prospecting Customer
- Pre Approach / Planning
- Approach

Presentation –Four Types

- Trial Close
- Determining Objections
- Meet Objections
- Trial Close
- Close
- Follow-Ups and Service
- Ten Steps of Productive Sales Call

Who should attend?

All sales personnel in products and services

Program Pedagogy

The program relies heavily on Role Plays, Group Work, Exercises - Individually and Groups, Lectures and case Studies

Duration

2 Days

Program Directors

Dr Etinder Pal Singh



Dr Etinder Pal Singh is currently working as Professor at Apeejay School of Management, Dwarka, where he heads the PGDM program and the Marketing Area. Prior to this he was Director, Executive development with Northpoint Centre of Learning, A Lintas Group Initiative.

He is an MBA & PhD in Business Management, having 20+ years record of achievement and demonstrated success while providing leadership in highly competitive markets of US, Canada and India. His research interests include Branding, Leadership, Relationships (Interpersonal, Employer- Employee and Client- Vendor), CRM, and Consumer Behavior.

The clients with whom he has worked in past are: Cottage Emporium, BHEL, Katha, Fabriqate Research UK, KPIT, Infiniti Retail, Kotak Mahindra, Honeywell, Market Rx, Optimix-ING, Bharti Axa Life, Standard Chartered, Lintas, Sandoz, Cognizant Technologies, Triton Communications, Lufthansa, WNS, Seahorse Group, Geometric Ltd amongst others.

Dr Rajneesh Mahajan



Dr. Rajneesh Mahajan is an Associate Professor in the area of Marketing. He has around 23 years rich experience in industry as well as academia. He is DAAD Fellowship holder to carry out PhD work at Georg August University, Gottinegn, Germany and first Ph.D awardee of Delhi Technological University, Delhi. He is an alumnus of IIFT and IMI Delhi, India. He is an established researcher who has published in

international journal of repute. Previously he has worked in Business Development and Supply Chain Management with companies like Mother Dairy, Pepsico and Gillette.