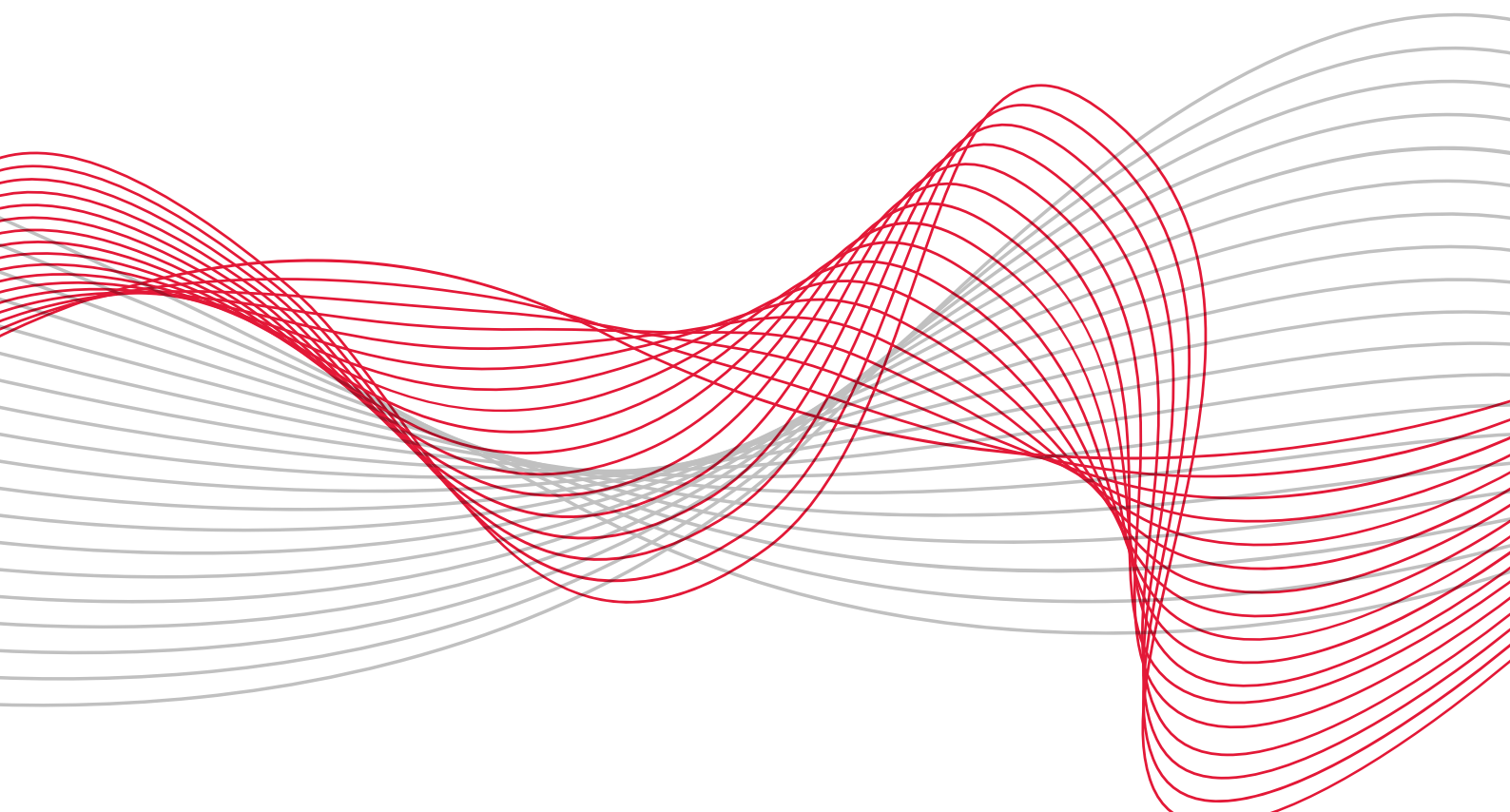




**Mahindra™**  
University  
Global Thinkers. Engaged Leaders.

CENTRE FOR  
EXECUTIVE EDUCATION



# B2B Sales Excellence

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# Overview

We operate in a VUCA world. Customers today, across industries, seek to do business with firms that not only provide great products but also amazing buying experiences.

Today's sales executives have complex sales challenges, and they need new age sales understanding to win customers. They need latest sales best practices, tools and framework to excel in sales.

This Programme enables participants to systematically approach 'B2B Sales'. The module will provide key frameworks and practical tips that help firms, sales leaders and sales executives to win more deals. The module relies on the experiences of the instructor, who has worked with several companies and interacted with 1000's of Sales executives around the world.

## Key Topics covered in the Programme

- ▶ Lead Generation without spending money
- ▶ Macro and Micro strategies of Prospecting
- ▶ Golden rules of Follow up
- ▶ Handling objections in a right way
- ▶ Negotiating from the position of weakness
- ▶ Different ways to close a sale

## For Whom

The B2B Sales Excellence Program is specifically designed for sales professionals who play a crucial role in driving sales in a B2B (business-to-business) environment. This program is beneficial for sales executives & managers, key account managers, and individuals running small businesses that primarily cater to B2B clients and seek to develop effective sales strategies, expand their customer base, and improve overall sales performance. Regardless of their current roles and responsibilities, participants in this programme will gain valuable insights, practical skills, and strategies to excel in B2B sales, foster strong client relationships, and drive business growth.

### Programme Details

**Programme Dates:** 21<sup>st</sup>, 22<sup>nd</sup>, and 23<sup>rd</sup> (half day) Aug 2024

**Programme Mode:** 2.5 Days, In-Campus

**Programme Fee:** Rs. 35,000/- + GST Per Participant

# Session-wise Topics

## **Session 1: Preparing for a Customer Meeting**

- ▶ How to prepare for a customer meeting
- ▶ How preparation can be a competitive strategy
- ▶ 20-20 framework for preparation
- ▶ Structuring a Meeting Plan

## **Session 2: Lead Generation and Prospecting**

- ▶ How to generate leads without spending money
- ▶ Why lead generation is easy and how it can be done without any stress
- ▶ How to do prospecting in a right way
- ▶ 2 Macro strategies and 5 micro strategies on prospecting

## **Session 3: Art of asking right relevant questions**

- ▶ Why Questioning is important in a sales conversation
- ▶ How questioning can increase the deal size
- ▶ How questioning can be a competitive strategy
- ▶ Why you should ask transformative questions than transactional questions

## **Session 4: Power of Follow up**

- ▶ Why we should follow up
- ▶ How we should follow up
- ▶ When we should follow up
- ▶ If customer says, don't follow up, how to handle it
- ▶ 4 Golden Rules of Follow up

## **Session 5: Time Management for Sales Leaders- Prepare /Plan/Execute**

- ▶ Planning for your day, week, Month
- ▶ How to prioritize your work based on need/situations
- ▶ 2 Frameworks to help you Plan, Prioritize & Execute

# Session-wise Topics

## **Session 6: Building Long Term Relationship with Customers**

- ▶ Understanding different layers of mind to understand people/customers
- ▶ Understand how relationship is built based on pyramid of trust
- ▶ Understanding deep energy to understand people

## **Session 7: 6 Buyer Personality Types**

- ▶ Understanding 6 different types of buyers
- ▶ How to effectively handle each one of them

## **Session 8: 6 Buying Roles and 4 Buying Modes**

- ▶ Understanding 6 different buying roles
- ▶ How to connect with them and influence them
- ▶ Understanding 4 different modes of buyers

## **Session 9: Handling Objections**

- ▶ Understanding various objections by customers
- ▶ How to handle the objections effectively
- ▶ How marginal improvement in each aspect of sales gives huge results in revenue

## **Session 10: Closing the Sale and Power Thank You**

- ▶ Why closing is the most important aspect of sale
- ▶ Various ways of closing the sale
- ▶ How to say Power Thank you
- ▶ How gratitude helps in getting more business



## Faculty

### Prof. Subramanian Chandramouli

Subramanian is a visiting faculty of Sales & Negotiation in Executive Education programmes at Mahindra University. He is also a visiting faculty for Sales at SP Jain School of Global Management. Subramanian has more than 18 years of experience in the Industry. He has run his own E-learning firm for 7 years and currently running his Sales Advisory and Training firm for the past 6 years.

Subramanian has trained more than 11,000 sales executives and entrepreneurs in the field of Sales. He has trained 43 different nationalities on various topics of Sales . He has authored 3 books "Anybody can Sell" and "Sales for Startups", "Don't spend money to generate leads" which are available in Amazon and Flipkart. Some of his customers are HSBC, Boeing, Facebook, Grundfos, GE Healthcare, Continental, Lulu, Ramco Systems, Robert Bosch, Sify and many other Global and Indian companies.

Prior to venturing on his own Subramanian was India Sales Manager at Patni Computer Systems managing multimillion dollar Portfolio in SAARC region for a Fortune 10 Conglomerate. He has also worked earlier with Tech Mahindra and Kodiak Networks in Software Engineering Role. He is an alumnus of SP Jain School of Global Management- Singapore/Dubai in their Global MBA program. He graduated with a bachelor's degree in Electricals and Electronics Engineering from Government College of Engineering, Salem, Tamil Nadu.

## About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

## About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.



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