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CENTRE FOR  
EXECUTIVE EDUCATION

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# B2C Sales Excellence



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# Overview

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 & frameworks, to excel in sales. This Programme enables participants to systematically approach sales to retail customers. The module will provide key frameworks and practical tips that help firms, sales leaders and sales executives, to increase the bill value of each customer. The workshop has been designed from experiences of working with several B2C companies, and interactions with Thousands of Sales executives around the world.

## Key Topics covered in the Programme

- ▶ Understanding the profile of the customer
- ▶ Customer Connect and Customer Delight
- ▶ Active listening & Assertive communication
- ▶ 5 different styles of Selling
- ▶ Cross selling & Up selling
- ▶ Handling angry customers
- ▶ Handling objections in a right way
- ▶ 6 different ways to close a sale

## For Whom

The Retail Sales Excellence Programme is designed for Sales professionals who are responsible for driving sales in a B2C environment. This programme is beneficial for:

Sales executive & managers, and key account managers. Additionally, this programme is relevant for marketing professionals engaged in aligning their Retail marketing efforts with sales strategies. Furthermore, Entrepreneurs and Small Business Owners who are trying to enhance their sales acumen and customer engagement can also benefit from this programme.

### Programme Details

**Programme Dates:** 21-22 August, 2024

**Programme Duration:** 2 Days, In-Campus

**Programme Fee:** Rs. 25,000/- + GST Per Participant

# Session-wise Topics

## Session 1: Customer Profiling

- ▶ How to understand the profile of the customer so that you can understand him/her better
- ▶ Understanding the profile of the customer by asking right questions

## Session 2: Customer Connect & Customer Delight

- ▶ How to instantly connect with the customer
- ▶ How confidence and energy plays a role in connecting with the customer
- ▶ How to delight the customer by doing beyond the normal

## Session 3: Active listening and Assertive Communication

- ▶ Why it is very important to actively listen and how to do it
- ▶ How you can influence the customer just by active listening
- ▶ How to say “NO” without hurting relationships

## Session 4: 5 Different styles of Selling

- ▶ 5 different styles of Selling
- ▶ Which style is the best and when to follow it
- ▶ Why sales person should take accountability
- ▶ How to take accountability

## Session 5: Cross-Selling & Up Selling

- ▶ How to increase bill value by cross selling & up selling
- ▶ Key skills to master cross sell and up sell
- ▶ Do's and Don'ts of cross selling and up selling

## Session 6: Handling Angry Customers

- ▶ 7 Step process to handle angry customers
- ▶ How to do more sales even to angry customers

## Session 7: Converting “No” to “Yes” – Handling Objections

- ▶ Understanding 5 various objections by customers
- ▶ How to handle these 5 objections effectively

## Session 8: Closing the Sale

- ▶ Why closing is the most important aspect of sale
- ▶ 6 different ways of closing the sale



## 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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