

Technology Solution Selling - partnering for long term success

(Discover techniques and practices to improve B2B sales)

TaaraGo Learning Centre, Pune

December 05, 2009 - February 06, 2010 [January 02 excluded]

Close
Deals
PROFITABLY

Sales
Approach
???

BRANDING
my
company
?

COLD
CALLING
~~X~~

Who
to
Call ?

Sales
Process
?

Crafting
Solutions

What
am I
selling?

Negotiating
- BIG pain

Complex Solution Selling - partnering for long term success

Sales of Complex Solution is significantly different than sales of consumer products like soaps and colas. Many companies hire people in sales function with basic educational background in engineering or business but with no targeted exposure to complex solution sales.

Complex solutions are defined as solutions which take long time to sell, have high value, and/ or are complex value propositions or new categories. Pre-dominantly these involve engineering, technology, IT solutions or multiple factors and people in decision making.

This program is designed to prepare professionals who can effectively execute sales activities for companies involved in complex solutions.

At this program you will learn how to:

- » Create discipline in your approach to sales
- » Manage the various stages of sales
- » Maximize your closing rate
- » Assume equal business stature
- » Close deals profitably
- » Enjoy the path to success!

Who can benefit?

- » Early Stage Sales Professionals and Managers handling Sales / Marketing in IT, Engineering companies, and Services companies
- » Graduates, MBAs, and Final year students planning to enter into sales & marketing field

Anyone involved with the following activities will benefit:

- » Strategy
- » Business development
- » Communications
- » Services or product management
- » Planning
- » Partner relations
- » Branding
- » Customer relations

Program Outline

Topic	Duration*	Exercise
Sales Foundation	4	
- Evolution of Sales	1	
- Complex Sales Cycle	2	
- Role of Cold calling	1	
Marketing Foundation	4	
- Integration of Marketing and Sales	1	
- Qualification and Sales Pipeline	1	
- Understanding Segmentation and Positioning	1	
- Branding - your company's DNA	1	
Solution Selling	20	
- Introduction to Sense Strategize Craft	2	
- Sensing - Start with the need	6	X
- Unearthing Pain areas		
- Importance of partnering with Power		
- Triangulation		
- Strategize	6	X
- Craft	6	X
Sales Communication Effectiveness	4	
- Art of taking brief and asking Questions		
- Understanding & Being Understood		
- Feedback Mastery		
- Universal Rules – Do's and Don'ts of communication (lots of rules)		
Demonstrating a Solution	4	
Closing and Negotiations	4	

*Duration in Hours

About the trainer

Anil Chouhan has over 17 years of experience in managing clients, selling, and marketing complex solutions ranging from Industrial Systems to Enterprise Software Solutions.

He currently heads Pune based **Yoteam (www.yoteam.in)** a Complex Sales & Marketing Consultancy and **Iternia (www.iternia.com)**, a Branding & Communication Design firm based at Pune. Prior to that he was Managing Director and VP International Sales at Synogy, Inc.

During his 11 year tenure at Synogy, Inc. of US, he has sold and managed delivery of many multi-millions software contracts. He has also helped many US companies in their sales effectiveness through consulting in the areas of targeting, alignments, and incentive compensation design.

He has been trained at Kelloggs School of Business, Chicago in Salesforce Structure and Design and has conducted numerous workshops at Sales Effectiveness conferences in Orlando, Philadelphia, and Phoenix.

He has worked with clients across many domains/industries like Life Sciences, Investment Services, Insurance, Mortgage, and Manufacturing. Some of the clients he worked with included Abbott, Bayer, Alliance Capital, Bausch & Lomb, Roche, Eaton Cutler Hammer, Fleet Mortgage, Johnson & Johnson, Lincoln Financial Distributors, Lucent Technologies, Open Text, Perkin-Elmer, and Siemens Building Technologies.

He holds a **Masters of Science degree in MIS & Marketing from Texas A&M University** and a **MBA in Marketing from S P Jain Institute**. Prior to graduate work, he attended the University of Pune where he earned a Bachelor degree in Production Engineering.

Schedule

9 weeks; 4 hours on every Saturday from 2 pm to 6 pm

Dates: December 05, 2009 - February 06, 2010 [January 02 excluded]

Venue

TaaraGo Learning Centre

Above Fab India Sarees, North Main Road, Koregaon Park, Pune - 1

Fees

Rs. 9,000/- + Service Tax of 10.3% [10% Discount for 3 or more from same organization]

Payable to: Yoteam Information Technologies Pvt. Ltd.

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