

**How Sales Consultants**

# **SALES TRAINING PROGRAMS**





**“I fear not the man who  
has practiced 10,000  
kicks once, but I fear the  
man who has practiced  
one kick 10,000 times.”**

**— Bruce Lee**

# How Sales Consultants

We help your sales people master some of the most important kicks (skills) required to succeed in Sales.

Questioning

Listening

Story telling

Handling competition

Objection Handling

Bringing in the urgency

Closing



**What's your current concern about  
your sales people?**

**Lack of Skills  
to deal with customers?**

**Longer sales cycle?**

**Low conversion rate?**

**Dependence on discounts & offers?**



**Unable to penetrate key accounts?**

**Unable to beat competitors?**

**We have solutions...**

**to all your needs**

# Our Sales Training

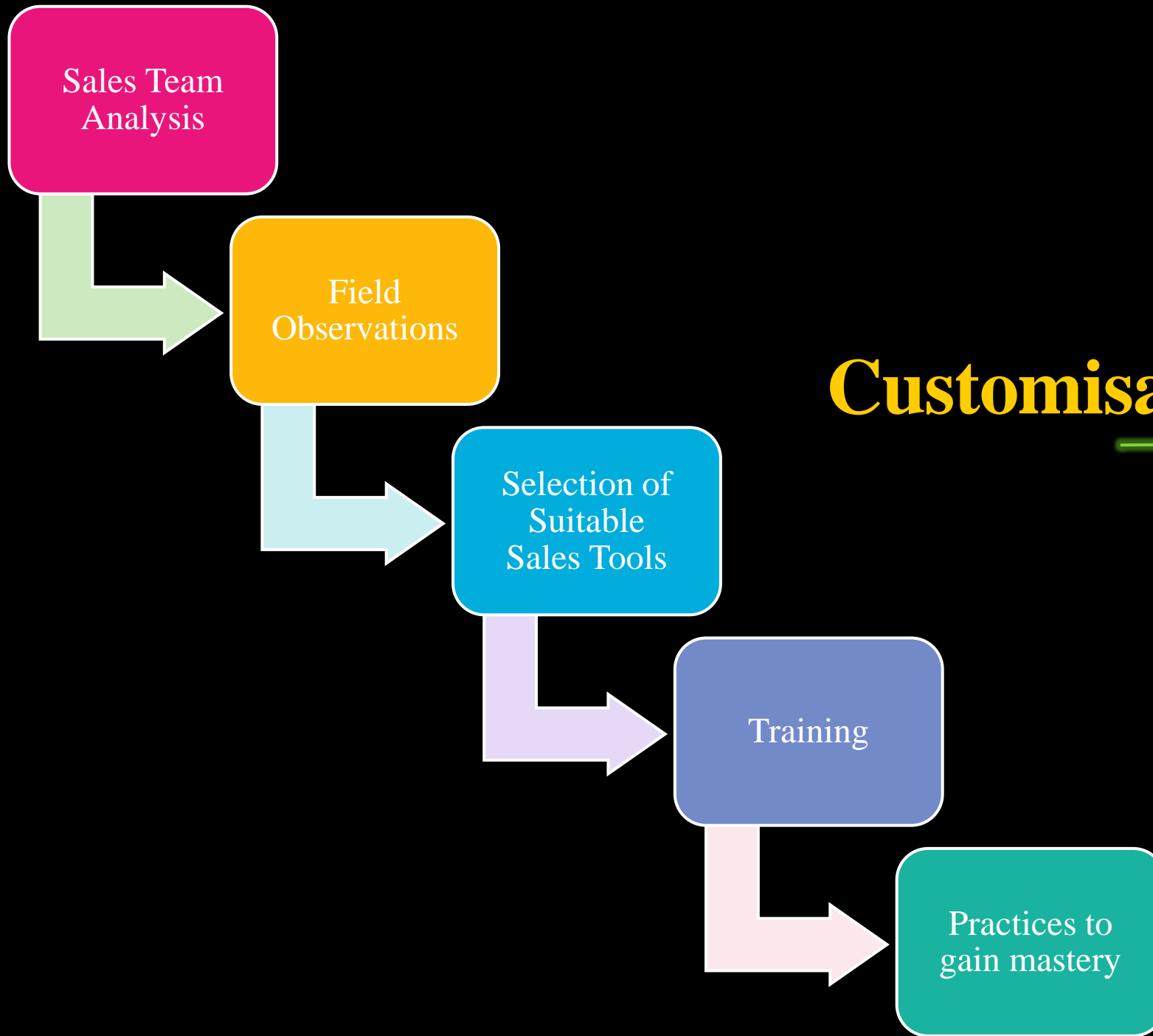


# Customised ?

Yes. It is completely tailor made for you

It involves....

- Analysis of strengths, weaknesses and maturity levels of sales people
- Observation of sales people on the field
- Field work in multiple markets to gauge market realities, customer responses and challenges faced by sales people
- Selection of suitable Sales Techniques & Solutions that can produce results and are usable by team
- Methods to ensure your people practice those skills till they gain mastery



# Customisation Process

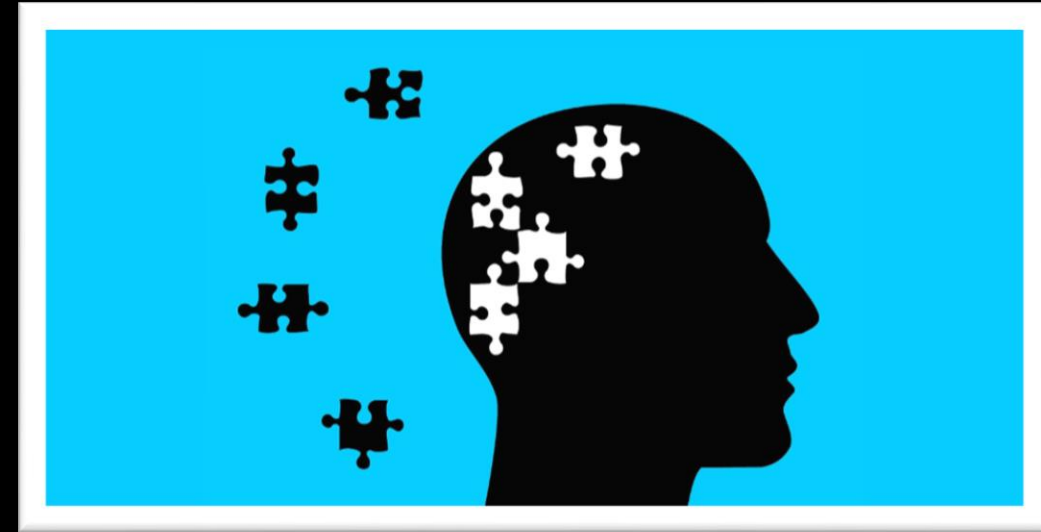
# Training with Promise of Business Results

We are the only player who deliver sales training with promise of business results.

Ask for a detailed plan, if this is of interest to you

# Stays for Long

- Use of Games & Stories
- Relevant to field situations
- Bite sized, blended learning
- Periodic reinforcements
- 100 % Practical
- Enjoyable





# Short duration Courses

Sales Preparedness (How prepared am I for sales?)

Questioning Skills

Sales Psychology

Objection Handling Techniques

Handling Sales Rejections

Crossing over the Price Barrier

Competitive Selling (Selling against competitors)

Dealer Management

# Long duration Courses

- Power Selling  
(comprehensive program covering the entire sales process)
- Tele Selling Skills (selling over telephone)
- Selling High Value Products & Solutions (SPIN)
- Graphic Story (Stories that sell)

# Program for Sales Managers

- Art of Influencing
- Performance Conversations
- Creating and managing sales teams

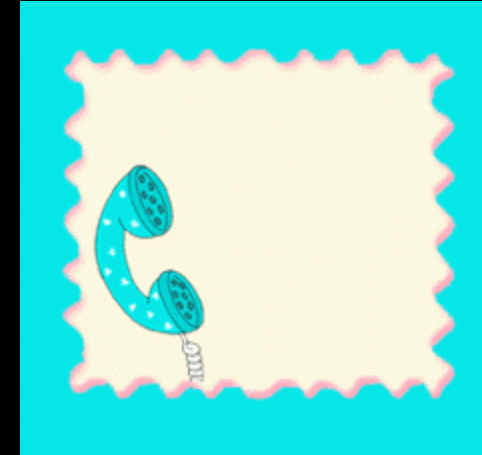
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