



CLINTUS NETWORK LIMITED

Address: B-25 Ansal Chambers-II, 6 Bhikaji Cama Place, New Delhi-110066

Ref. No.: CNL/2023/C.P./1231

Date: 10/02/2023

To
Dr. Ritu Jain
K.R. Mangalam University
Sohna Road, Gurugram
Haryana

Subject: Approval of Consultancy Project on "Sales Training - Grow Your Business".

Dear Dr Swati,

This is with reference to your proposal regarding consultancy services for "**Sales Training - Grow Your Business**" submitted to Clintus Network Limited. We are pleased to inform you that the competent authority has approved your proposal and sanctioned amount of Rs. 3,00,000/- (Rs. Three Lakhs Only) as consultancy fee payable to your organization K.R. Mangalam University to undertake this project.

We look forward to your association with us.

Regards,

For Clintus Network Limited

Authorised Signatory

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Consultancy Project
on
Sales Training: Grow Your Business

A sales training program can be a virtual or live course, seminar, or workshop that assesses the skill level of a sales rep, coaches them on improving their skillset, and validates their new education and skill with a certificate, badge, or another type of credential.

This training session covers the basics of sales, including sales techniques, customer behavior, and the sales process. It can benefit both new salespeople and experienced salespeople who want to refresh their knowledge and skills. Sales training programs can and should lift morale. Sales representatives should leave the training program with a positive attitude and renewed motivation to perform at a high level. They should feel like a respected and important part of a cohesive team and take away a sense of pride for their company and the products and services they represent.

You have many opportunities to display both your verbal and nonverbal communication skills at work, including explaining a new task or making a presentation. Try to use clear and concise speech, smile and be aware of your use of other nonverbal cues, such as hand gestures when speaking.

SALES FUNDAMENTALS

This training session covers the basics of sales, including sales techniques, customer behavior, and the sales process. It can benefit both new salespeople and experienced salespeople who want to refresh their knowledge and skills.

The session includes the following components:

1. Introduction

- Welcome and overview of the presentation
- Importance of sales fundamentals in achieving sales success

2: What is Sales?

- Definition of sales
- Different types of sales

3: The Sales Process

- Overview of the sales process
- Different stages of the sales process
- Importance of each stage

4: Know Your Customer

- Importance of knowing your customer
- Different methods of researching your customer
- Creating a customer profile

5: Understanding Customer Needs

- Importance of understanding customer needs
- Asking the right questions
- Active listening

6: Sales Techniques

- Different sales techniques
- Features vs. benefits

- Building rapport and trust
- 7: Overcoming Objections
 - Common objections and how to overcome them
 - Handling difficult customers
 - The importance of empathy
- 8: Closing the Sale
 - Different closing techniques
 - Creating a sense of urgency
 - Trial closes
- 9: Follow-up and Customer Service
 - Importance of follow-up
 - Building customer loyalty
 - Handling customer complaints
- 10: Conclusion
 - Summary of key points
 - Call to action

PROSPECTING AND LEAD GENERATION

This training session focuses on finding and qualifying potential customers or leads. It covers strategies for identifying and targeting the right prospects, as well as techniques for engaging and nurturing leads. It includes the following sub topics:

- 1: Introduction
 - Welcome and overview of the presentation
 - Importance of prospecting and lead generation in achieving sales success
- 2: What is Prospecting?
 - Definition of prospecting
 - Different types of prospects
 - Importance of prospecting in sales
- 3: Understanding Your Ideal Customer Profile
 - Importance of understanding your ideal customer
 - Creating a customer profile
 - Identifying key characteristics and behaviours
- 4: Researching Your Prospects
 - Different methods of researching your prospects
 - Social media, online databases, and other sources
 - Importance of quality data
- 5: Creating a Target List
 - Importance of creating a target list
 - Different criteria for selecting prospects
 - Prioritizing prospects based on potential value
- 6: Email Prospecting

- Best practices for email prospecting
- Crafting compelling subject lines and messages
- Personalization and relevance

7: Cold Calling

- Best practices for cold calling
- Planning your call and opening statement
- Handling objections and setting next steps

8: Social Selling

- Best practices for social selling
- Engaging with prospects on social media
- Building trust and credibility

9: Nurturing Leads

- Importance of lead nurturing
- Different methods for nurturing leads
- Building relationships and staying top-of-mind

CONSULTATIVE SELLING

This training session teaches salespeople how to become trusted advisors to their customers, rather than just pushing products or services. It covers techniques for listening to customers' needs, asking the right questions, and providing solutions that meet their specific needs.

1: Introduction

- Overview of the presentation
- Definition of consultative selling
- Importance of consultative selling in modern sales

2: Understanding the Customer

- Importance of understanding the customer's needs and pain points
- Developing a customer-centric approach
- Different methods for gathering information about the customer

3: Building Rapport

- Importance of building rapport with the customer
- Strategies for building rapport
- Active listening techniques

4: Solution Development

- Developing solutions that meet the customer's needs
- Differentiation between features and benefits
- Identifying the value proposition

5: Presenting the Solution

- Best practices for presenting the solution
- Focusing on the customer's needs and benefits
- Addressing objections

6: Closing the Deal

- Importance of closing the deal
- Strategies for closing the deal
- Overcoming obstacles to the sale

7: Building Long-Term Relationships

- Importance of building long-term relationships with customers
- Different techniques for building relationships
- Maintaining regular communication

8: Measuring Success

- Importance of measuring success
- Different methods for measuring success
- Key performance indicators (KPIs)

9: Continuous Improvement

- Importance of continuous improvement
- Identifying areas for improvement
- Implementing changes

SALES NEGOTIATION

This training session covers techniques for negotiating and closing deals. It includes strategies for preparing for negotiations, handling objections, and reaching mutually beneficial agreements.

1: Introduction

- Overview of the presentation
- Definition of sales negotiation
- Importance of negotiation in sales

2: Preparation

- Importance of preparation
- Identifying goals and objectives
- Gathering information about the customer

3: Establishing Common Ground

- Importance of establishing common ground
- Identifying shared goals and objectives
- Building rapport with the customer

4: Creating Value

- Creating value for both parties
- Identifying areas for mutual benefit
- Finding creative solutions

5: Active Listening

- Importance of active listening
- Techniques for active listening
- Responding to the customer

6: Responding to Objections

- Handling objections
- Identifying the root cause of the objection
- Providing alternatives

7: Closing the Deal

- Strategies for closing the deal
- Identifying the right time to close
- Overcoming obstacles to the sale

8: Building Long-Term Relationships

- Importance of building long-term relationships with customers
- Different techniques for building relationships
- Maintaining regular communication

9: Measuring Success

- Importance of measuring success
- Different methods for measuring success
- Key performance indicators (KPIs)

SALES PRESENTATION SKILLS

This training session covers the basics of creating and delivering effective sales presentations. It includes tips for structuring presentations, engaging audiences, and using visuals and other aids to enhance presentations.

1: Introduction

- Overview of the presentation
- Importance of sales presentation skills
- Understanding the purpose of a sales presentation

2: Preparation

- Importance of preparation
- Identifying goals and objectives
- Understanding the audience

3: Developing a Structure

- Developing a structure for the presentation
- Importance of a clear and concise message
- Creating a memorable presentation

4: Storytelling

- Importance of storytelling in sales presentations
- Different techniques for storytelling
- Creating an emotional connection with the audience

5: Visual Aids

- Importance of visual aids
- Best practices for using visual aids

SALES MANAGEMENT

This training session is designed for sales managers and covers topics such as goal setting, performance management, coaching and mentoring, and team building. It can help sales managers become more effective leaders and improve their teams' performance.

ACCOUNT MANAGEMENT

This training session focuses on building and maintaining long-term relationships with customers. It covers techniques for identifying and prioritizing key accounts, creating account plans, and managing customer relationships.

CROSS-SELLING AND UPSELLING

This training session covers strategies for increasing sales by offering additional products or services to existing customers. It includes techniques for identifying opportunities, making relevant offers, and overcoming objections.

- Introduction to Cross-Selling and Upselling
- Benefits of Cross-Selling and Upselling
- Customer Analysis and Segmentation
- Identifying Cross-Selling and Upselling Opportunities
- Creating a Cross-Selling and Upselling Strategy
- Implementing a Cross-Selling and Upselling Process
- Measuring the Effectiveness of Cross-Selling and Upselling
- Best Practices for Cross-Selling and Upselling
- Overcoming Objections and Resistance to Cross-Selling and Upselling
- Case Studies and Examples of Successful Cross-Selling and Upselling

SALES ANALYTICS AND REPORTING

This training session covers the use of data and analytics to drive sales performance. It includes topics such as sales forecasting, pipeline management, and tracking and analyzing sales metrics.

- Introduction to Sales Analytics and Reporting
- Importance of Sales Analytics and Reporting
- Key Sales Metrics to Track
- Types of Sales Reports
- Data Collection and Analysis Methods
- Creating Customized Sales Dashboards
- Sales Forecasting and Predictive Analytics
- Sales Performance Analysis and Evaluation
- Integrating Sales Analytics with Business Strategy

- Best Practices for Sales Analytics and Reporting

SALES ETHICS AND COMPLIANCE

This training session covers the importance of ethical behavior in sales and the legal and regulatory requirements that salespeople must adhere to. It can help ensure that sales teams operate ethically and with integrity, while also avoiding legal and compliance issues.

- Introduction to Sales Ethics and Compliance
- Importance of Sales Ethics and Compliance
- Ethical Selling Practices
- Compliance with Laws and Regulations
- Identifying and Managing Ethical Dilemmas
- Code of Conduct and Professional Standards
- Ethics Training and Education
- Ethics Oversight and Accountability
- Consequences of Unethical Behavior
- Best Practices for Sales Ethics and Compliance.

Trainer and Coordinator:

Dr. Ritu Jain

Assistant Professor
School of Management and Commerce
K.R. Managalam University
Gurugram

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Programme Objective:

The learning objectives of effective sales training programs are generally to improve the relationship between sales professionals and their clients, and to also improve the sales performance and close rates of sales professionals.

Target Participants:

Middle level Management, Team leaders

Outcome:

After the success completion, the Participant would be able to :

- Increase Win Rate on Proposed Business.
- Win More Business with New Accounts.
- Speed Up the Sales Cycle.
- Win Sales at Favourable Terms.

Budget

Particulars	Amount
Trainer's fees (Rs. 19,000 * 10 sessions)	Rs.1,90,000
Logistics (Rs. 5,000 * 10 session)	Rs.50,000
Reading material/Stationery (Rs. 2,500 * 10 session)	Rs.25,000
Refreshments (Rs. 3,500 * 10 session)	Rs.35,000
Total Amount	Rs.3,00,000

Time Duration

Sessions	Topics	Timings
Session 1	Sales Fundamentals	9:00 am - 4:00pm
Session 2	Prospecting and Lead Generation	9:00 am - 4:00pm

Session 3	Consultative Selling	9:00 am - 4:00pm
Session 4	Sales Negotiation	9:00 am - 4:00pm
Session 5	Sales Presentation Skills	9:00 am - 4:00pm
Session 6	Sales Management	9:00 am - 4:00pm
Session 7	Account Management	9:00 am - 4:00pm
Session 8	Cross-selling and Upselling	9:00 am - 4:00pm
Session 9	Sales Analytics and Reporting	9:00 am - 4:00pm
Session 10	Sales Ethics and Compliance	9:00 am - 4:00pm

Trainer and Coordinator:

Dr. Ritu Jain

Assistant Professor

School of Management and Commerce

K.R. Mangalam University

Gurugram



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

To

Finance Manager/ HR Manager

M/s Clintus Network Limited

B-25, Ansal Chambers - II

6, Bhikaji Cama Place

New Delhi - 110066

Invoice No. : 06/Feb/2022-23

Invoice Date : 16/02/2023

Invoice for Corporate Training

Particulars	Amount (Rs.)
Invoice for services rendered in relation to the corporate training titled "Sales Training - Grow Your Business"	3,00,000
Net Amount Payable	3,00,000

(Rupees Three Lakh Only)

Please make the payment of the invoice by NEFT/RTGS/IMPS as per Bank Detail:

Beneficiary Name : K.R. Mangalam University

Account No. : 091101000622


IFSC CODE : ICIC0000911

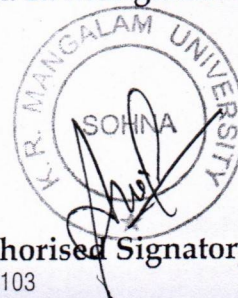
Bank : ICICI Bank Ltd.

Branch : Sohna Bus Stand, Gurgaon

PAN : AAJCS3143G

For K. R. Mangalam University


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



(Authorised Signatory)

Sohna Road, Gurgaon, Delhi-NCR, PIN-122103
www.krmangalam.edu.in