

# PERSUASIVE SELLING

SALES TRAINING COURSE TO DOBLE SALES CONVERSIONS

Training Program for Sales Professionals to surge their Sales Conversions, productivity, and tangible results that propel your business forward.

HERE'S A CLOSER LOOK AT THE PROGRAM



# ABOUT DISHAH CONSULTANTS

Dishah offer Corporate Training solutions to infuse growth, productivity, & competitiveness. Head quartered in Chennai with PAN India presence.

## 950+

Business Clients from ALL Industry sectors, ranking #1 in client satisfaction

## 1.5 Lakhs+

Sales Professionals & leaders trained across all cities

## 8x

5 national and 3 global awards as Best Sales Training company

## 10+

Years in business with 50+ Sales Trainers across all major cities



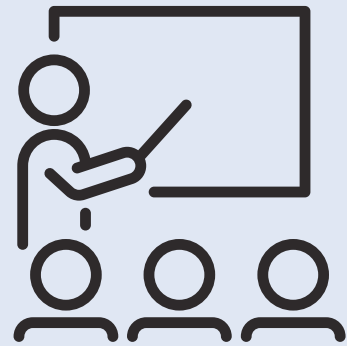
# 01

# GLIMSES OF PREVIOUS SESSIONS



# 02

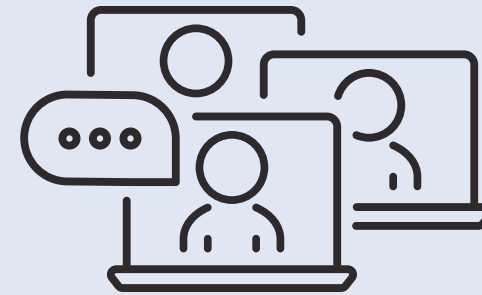
## WHY THIS PROGRAM IS RESULTS DRIVEN?



To delivery an impactful training, Industry Expert are used to deliver Activity Driven Training including Role Plays, Case Studies, Practice Sessions.



To deliver a relevant Training, Need Analysis is conducted to customise training content to address your specific challenges



To deliver a performance driven engaging training, Interactive Classroom Training + Virtual Progress Review Sessions included



For Continuous learning, Playbook, Tools, Courses and Certification is provided post training.

# 03

## HOW 8 WEEKS TRAINING PROGRAM IS DELIVERED?



### Week 1:

Virtual Training Need Analysis is conducted to identify specific sales challenges with your team members.



### Week 2:

Two Days Classroom Training Workshop is conducted in your preferred city viz Chennai, Bangalore, Mumbai, Noida.



### Week 3 - 8

Weekly Virtual Progress Review and Practice Sessions are organised to review implementation, progress, doubt clarification & practice.



### On Completion:

Participants are provided with Scripts, templates, playbooks, tools, online courses and certification for continuous improvement.

# TRAINING CURRICULUM

FOR 2 DAYS CLASSROOM TRAINING  
6 WEEKS REVIEW SESSION



Week	Session	Focus Areas
Week 1	<b>Virtual Need Analysis Call</b> <b>Group Call with all Participants</b> <b>Duration: 60 minutes</b> <b>Schedule: Based on Participants Availability</b>	<ul style="list-style-type: none"> <li>• <b>Discuss your sales challenges</b></li> <li>• <b>Set clear goals</b></li> <li>• <b>Customize your training roadmap</b></li> </ul>
Week 2	<b>2-Day Physical Workshop</b> <b>[8 Hrs Per Day]</b> <b>Timings 9:30 am - 5:30 pm</b> <b>Date &amp; Location will be shared on</b> <b>Registration</b> <b>Schedule: Sat &amp; Sun</b>	<ul style="list-style-type: none"> <li>• <b>SPANCO Sales Process, stages and Lifecycle Overview</b></li> <li>• <b>Customer profiling and consultative, value &amp; solution selling techniques</b></li> <li>• <b>Sales Pitch Development &amp; Customization using 5P Model</b></li> <li>• <b>Need Analysis &amp; Lead Qualification using GSPE &amp; BANT framework</b></li> <li>• <b>Persuasion Techniques, Urgency Creation, and Presentation Skills</b></li> <li>• <b>Pricing, Competition Objection handling and turning no into yes</b></li> <li>• <b>Negotiation Tactics, Closing Techniques,</b></li> <li>• <b>Followups and Pipeline Management</b></li> <li>• <b>Productivity and Time Management</b></li> </ul>
Weeks 3-8	<b>Virtual Review and Practice Session</b> <b>Duration Per Session: 90 Minutes</b> <b>Platform: Zoom or Teams</b> <b>Schedule: Friday Evening</b>	<ul style="list-style-type: none"> <li>• <b>Week 3: Practice Cold Calls &amp; First Meeting Sales Pitch</b></li> <li>• <b>Week 4: Preparing Target Achievement Plan</b></li> <li>• <b>Week 5: Practice Objections Handling</b></li> <li>• <b>Week 6: Practice Negotiations</b></li> <li>• <b>Week 7: Practicing Followups</b></li> <li>• <b>Week 8: Preparing Account Management Plan</b></li> </ul>

# TRAINING DELIVERABLES

TOOLS PROVIDED TO PARTICIPANTS FOR  
GUARANTEED PERFORMANCE  
IMPROVEMENT





## KEY TAKEAWAYS

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1. Scripts for Cold Call, Customer Meetings customised for your product/industry
2. Top 20 Questions for insightful Need Analysis relevant to your industry
3. Top 8 Objections and Ready to use Responses scripts for your product
4. Methods for strategic negotiation to maximize value
5. 25 Value added Follow-up Templates for various followups situations
6. Toolkit for Goal Setting, Time Management.
7. Persuasion techniques to ethically influence decisions
8. Access to personality development and grooming course
9. Access to LinkedIn Lead Generation Course

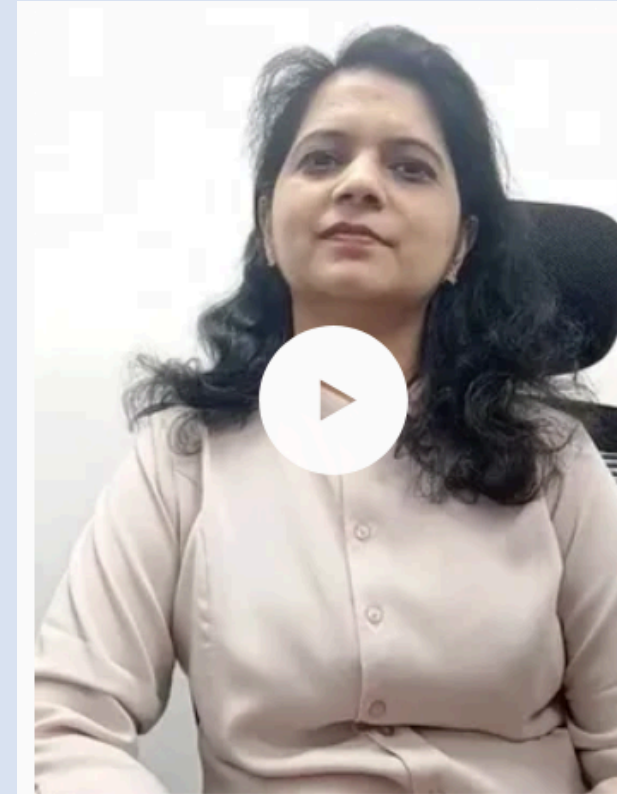
# CLIENT SUCCESS STORIES

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**Yusuf, Head HR  
Mayora India**

Practical insights & actionable strategies provided will undoubtedly make a significant difference in our team's approach. I extend my gratitude to Dishah Consultants, for their exceptional support & collaboration.



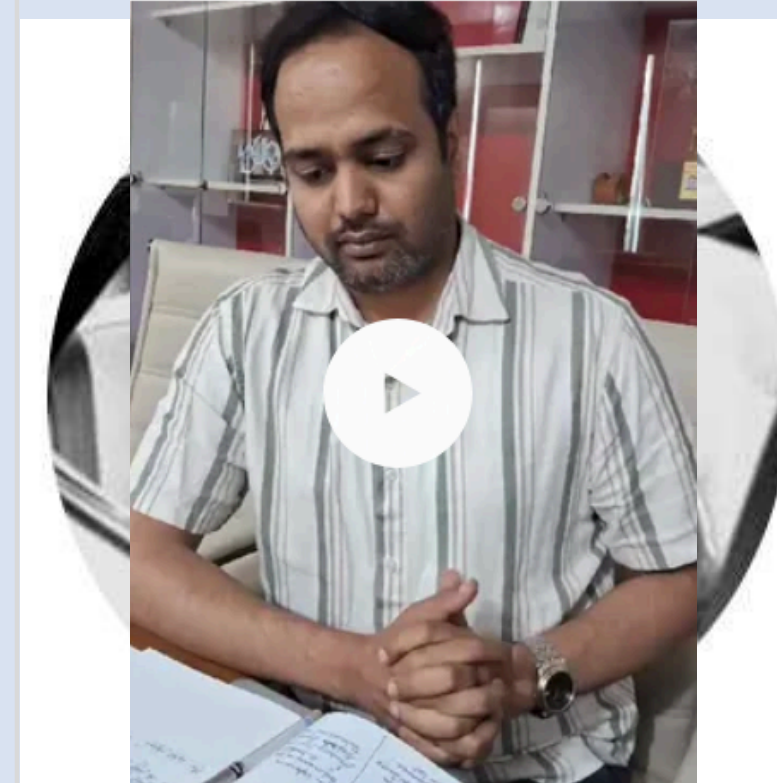
**Veena Trivedi, Sr. HR,  
Advance Laminates**

During the training, we have experienced an unwavering commitment to excellence and a passion to empower sales professionals to reach their full potential.



**Dhiraj Gupta, CEO  
Cosee Pillow**

Experience with Dishah was too good and they delivered what they have promised and looking forward to much more training sessions from Dishah Consultants, thank you.



**Shailesh Kumar Singh,  
Export Business  
Sub-K**

The training provided our team with very effective strategies I could use and now my team feels much more confident in dealing with behaviour in this way.

# MEET THE TRAINERS

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Amit Sharma



CEO,  
Sales  
Leader

Trainer for Conducting 2 Days Classroom Training

20+ years sales experience 1.5 lakh Salespeople trained

Top clients – Indian oil, GMR, Puruvankara, Tata, Accenture, Infosys,

Kuldeep Singh



Senior  
Sales  
Coach

20+ years sales experience  
35,000+ Salespeople trained

Top clients – AVIS Hospitals | Croma |  
South Indian Bank

Mr. SreeNivas



Senior  
Sales  
Coach

20+ years sales experience  
50,000+ Salespeople trained

Top clients – Hyundai | Renault |  
Honda Motors | ICICI

Mr. S. Sridhar



Senior  
Sales  
Coach

40+ years sales experience  
75,000+ Salespeople trained

Top clients – Khaitan | Infosys |  
Tata Motors | Farm Harvest

Mr. Lalit Mehra



Senior  
Sales  
Coach

25+ years sales experience  
40,000+ Salespeople trained

Top clients – L&T infotech | Pharma  
zone | Amaron

# PRICING

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## REGULAR PRICE:

₹30,000 + Tax per head

## EARLY BIRD PRICE:

₹14,999 + Tax per head

## INCLUSIONS:

8 Weeks Training + Lunch & Refreshments for 2 Days Training

## SEATS:

Limited to 15 participants for a focused learning environment.

**TO  
REGISTER**

## **CONTACT US**



[enquiry@dishahconsultants.com](mailto:enquiry@dishahconsultants.com)



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[www.dishahconsultants.com](http://www.dishahconsultants.com)