

AUTHORITATIVE SELLING

ADVANCED B2B SALES TRAINING CURRICULUM

Learn how to convince and sell to B2B Customers who are

- Not Interested,
- Prefer Cheaper Competition
- Happy with Current Solution
- Don't have a Budget Or simply
- Don't have an urgency to purchase

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



GLIMSES OF PREVIOUS SESSIONS



COURSE OBJECTIVE

Equip B2B Sales Professionals with advanced tools, frameworks, and techniques to:



Convince uninterested customers to buy.

Overcome objections related to pricing, competition, and budget through Solution Selling and creating tailored solutions.

Drive faster purchase decisions by aligning with client-specific motivations.

Develop tailored sales pitches and strategies for higher conversion rates using consultative and value-selling approaches.

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COURSE OVERVIEW

Schedule:	Friday to Monday
Timings:	7:00 AM to 10:00 AM (IST)
Duration:	4 Days (12 Hours Total)
Format:	Live and Interactive Virtual Sessions
Instructor:	Amit Sharma, CEO of Dishah Consultants
Batch Size:	Limited to 15 participants for personalized attention.
Program Availability:	English: 21st February 2025 to 24th February 2025 Hindi: 21st March 2025 to 24th March 2025

4-DAY COMPREHENSIVE CURRICULUM WITH ACTIVITIES



Day	Focus Area	What You'll Learn	How It Will Help You	Activities
Day 1	Learning Buying Motivations & Crafting Value Propositions	<ul style="list-style-type: none"> • The 8 key buying motivations that influence customer decisions: cost efficiency, convenience, performance improvement, compliance needs, innovation, risk aversion, status/prestige, and relationship building. • How to identify role-specific motivations (e.g., C-Suite focuses on ROI, Procurement on cost, and End-Users on ease of use). • Industry-specific buying motivations and tailoring your approach for IT, FMCG, Manufacturing, and Healthcare sectors. • Using Buyer Personas to map client-specific priorities and needs. • Leveraging DISC Profiles to adjust communication strategies based on client personality types. • Discovering motivations that drive faster decisions over price or budget objections. 	<ul style="list-style-type: none"> • Enable stronger connections by understanding what drives your clients' decisions. • Help you craft compelling value propositions that resonate deeply with each client's unique priorities. 	<ul style="list-style-type: none"> • Buyer Persona Development: Create detailed profiles for clients based on their roles and industries. • DISC Profile Analysis: Assess client personalities to understand their buying preferences. • Value Proposition Exercise: Develop tailored value statements aligned with specific motivations. Value Proposition Exercise: Develop tailored value statements aligned with specific motivations.
Day 2	Sales Communication for Persuasion	<ul style="list-style-type: none"> • Master the PROSPER framework for structuring persuasive conversations: <ul style="list-style-type: none"> ◦ P – Prepare and Probe Gaps: Ask the right questions to uncover client challenges or unmet needs. ◦ R – Results in Numbers: Highlight measurable outcomes or tangible benefits of your solution. ◦ O – Offer Proof: Share success stories, testimonials, or case studies to build trust and credibility. ◦ S – Summary Close: Recap key points of the conversation and align them with the client's needs. ◦ P – Provide Solutions: Present clear, actionable solutions tailored to the client's problems. ◦ E – Engage for Next Steps: Secure commitment or action, such as follow-ups or closing the deal. ◦ R – Reinforce Trust: Reiterate credibility and offer ongoing support post-sale. • How to pitch USPs and focus on results that align with client needs. • Using storytelling to create emotional engagement and credibility. • Incorporating selling proofs like testimonials, data, or case studies to strengthen your argument. 	<ul style="list-style-type: none"> • Ensure your communication is clear, consultative, and impactful. • Build trust and credibility while creating urgency and desire to buy. 	<ul style="list-style-type: none"> • Role-Playing Exercises: Practice delivering pitches using the PROSPER framework with structured feedback. • Storytelling Workshop: Craft and deliver sales stories tailored to client challenges. • Selling Proofs Drill: Develop and present data-backed proofs and case studies.

Day	Focus Area	What You'll Learn	How It Will Help You	Activities
Day 3	Objections Handling Mastery	<ul style="list-style-type: none"> • Structured methodologies to handle objections like pricing, competition, budget, and satisfaction with the current provider. • Solution Selling: How to position your product/service as the best-fit solution for the client's specific challenges. • Techniques for creating solutions that address client pain points directly. • Using selling proofs to build trust and credibility during objection handling. • How to reframe objections as opportunities for stronger client engagement. 	<ul style="list-style-type: none"> • Gain confidence in addressing challenging objections professionally. • Turn objections into tools for deeper engagement and eventual closure by offering tailored solutions. 	<ul style="list-style-type: none"> • Objection Handling Simulations: Practice addressing real-world scenarios and receive feedback. • Custom Rebuttal Development: Create tailored responses for specific objections relevant to your product or industry.
Day 4	Practice & Customization	<ul style="list-style-type: none"> • Applying all learnings from buying motivations, persuasion, and objection handling into a cohesive strategy. • Customizing your sales approach to your specific product, service, and audience. • Gaining actionable feedback on your pitch and objection-handling strategies. 	<ul style="list-style-type: none"> • Build real-world confidence through hands-on practice and expert feedback. • Leave the course with a personalized and ready-to-implement sales plan. 	<ul style="list-style-type: none"> • Full-Cycle Role Plays: Simulate the entire sales process with real-world challenges, from initial conversation to closing. • Peer Feedback & Coaching: Collaborate with participants and the trainer to refine your strategies.



SPECIAL DELIVERABLES

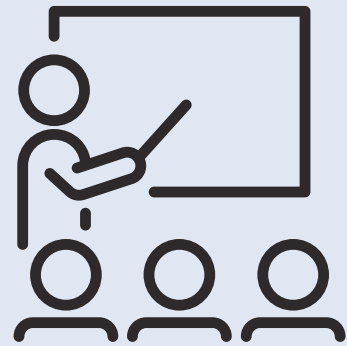
Customized Sales Pitch: Tailored specifically to your product and target audience.

Q&A Playbook: A comprehensive guide of pre-crafted questions and responses for client objections.

Interactive Workbook: Templates, tools, and frameworks for immediate application in real sales scenarios.

Completion Certificate: Certifying mastery of advanced sales techniques and strategies.

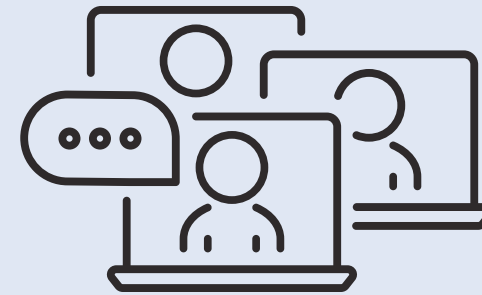
WHY THIS PROGRAM IS RESULTS DRIVEN?



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 Live Virtual Training + self paced video based learning + Live Progress Review Sessions included



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

PRICING

- **REGULAR PRICE:**

₹~~20,000~~ + GST

- **EARLY BIRD PRICE: EXPIRING THIS WEEK**

₹9,999 + GST

- **BATCH SIZE:**

Limited to 15 participants.

REGISTRATION STEPS:

SUBMIT YOUR PAYMENT

[Here](#)

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MEET THE TRAINER

Amit Sharma

**8 times Awarded
Top Sales Trainer & Influencer
in India**

Most Influential
Sales Training
Companies India



Corporate
Excellence
Award, London

Best Sales
Consultants
in India



Consultant
Review
Award



**Amit Sharma
CEO, Sales Leader**

Best Sales
Training
Companies, India



TheCEOStory
Award

Sales Consulting
Leader of the
Year, India



Innovation &
Excellence
Award, London

Young
Entrepreneur
of the Year



Indian
Achievers
Award

Linkedin: <https://www.linkedin.com/in/amit-sharma-sales/>

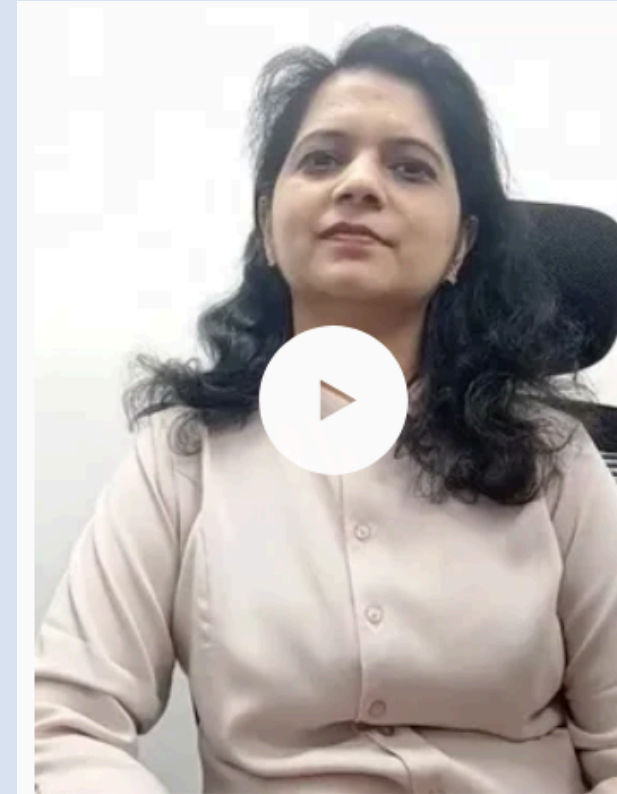
- Trainer for Live Virtual Sessions
- 8times awarded Best Sales Trainer in India
- 20+ years sales experience 1.5 lakh Salespeople trained
- **Top clients** – Indian oil, GMR, Puruvankara, Tata, Accenture, Infosys,

CLIENT SUCCESS STORIES



**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.



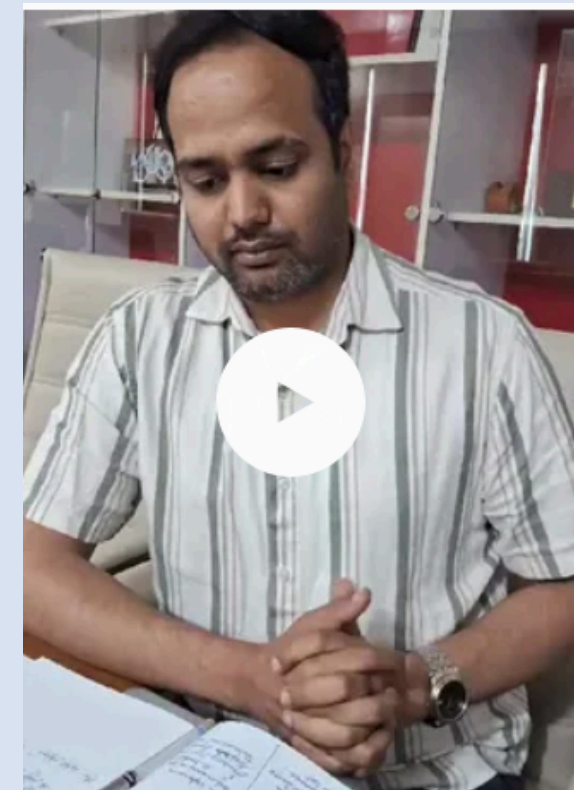
**Veena Trivedi, Sr. HR,
Advance Laminates**

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.

**TO
REGISTER**

CONTACT US



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www.dishahconsultants.com