

# 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



# GLIMPSES 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.

## COURSE OVERVIEW

City	Date	Language	Timings	Duration	Instructor	Batch Size
<b>Hyderabad</b>	12th April 2025	English & Hindi	9:30 AM – 5:30 PM (IST)	Full-Day Workshop	Amit Sharma, CEO of Dishah Consultants	Limited to 20 participants
<b>Mumbai</b>	19th April 2025	English & Hindi	9:30 AM – 5:30 PM (IST)	Full-Day Workshop	Amit Sharma, CEO of Dishah Consultants	Limited to 20 participants
<b>Chennai</b>	26th April 2025	English	9:30 AM – 5:30 PM (IST)	Full-Day Workshop	Amit Sharma, CEO of Dishah Consultants	Limited to 20 participants
<b>Bangalore</b>	10th May 2025	English & Hindi	9:30 AM – 5:30 PM (IST)	Full-Day Workshop	Amit Sharma, CEO of Dishah Consultants	Limited to 20 participants
<b>Gurgaon</b>	17th May 2025	English & Hindi	9:30 AM – 5:30 PM (IST)	Full-Day Workshop	Amit Sharma, CEO of Dishah Consultants	Limited to 20 participants
<b>Ahmedabad</b>	24th May 2025	English & Hindi	9:30 AM – 5:30 PM (IST)	Full-Day Workshop	Amit Sharma, CEO of Dishah Consultants	Limited to 20 participants

# COMPREHENSIVE CURRICULUM WITH ACTIVITIES



	<b>Focus Area</b>	<b>What You'll Learn</b>	<b>How It Will Help You</b>	<b>Activities</b>
<b>Day 1</b>	Learning Buying Motivations & Crafting Value Propositions	<ul style="list-style-type: none"> <li>• The <b>8 key buying motivations</b> that influence customer decisions.</li> <li>• How to identify <b>role-specific motivations</b>.</li> <li>• <b>Industry-specific buying motivations</b> and tailoring your approach for IT, FMCG, Manufacturing, and Healthcare sectors.</li> <li>• Using <b>Buyer Personas</b> to map client-specific priorities and needs.</li> <li>• Discovering motivations that drive <b>faster decisions</b> over price or budget objections.</li> </ul>	<ul style="list-style-type: none"> <li>• Enable stronger connections by understanding what drives your clients' decisions.</li> <li>• Help you craft compelling value propositions that resonate deeply with each client's unique priorities.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Buyer Persona Development:</b> Create client profiles by role and industry.</li> <li>• <b>Assess client personalities</b> to understand their buying preferences.</li> <li>• <b>Value Proposition Exercise:</b> Craft tailored value statements for key motivations.</li> </ul>
	Sales Communication for Persuasion	<ul style="list-style-type: none"> <li>• Master the <b>SOLVE framework</b> for structuring persuasive conversations</li> <li>• How to pitch <b>USPs</b> and focus on <b>results</b> that align with client needs.</li> <li>• Using <b>storytelling</b> to create emotional engagement and credibility.</li> <li>• Incorporating <b>selling proofs</b> like testimonials, data, or case studies to strengthen your argument.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure your communication is clear, consultative, and impactful.</li> <li>• Build trust and credibility while creating urgency and desire to buy.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Role-Playing Exercises:</b> Practice PROSPER pitches with feedback.</li> <li>• <b>Storytelling Workshop:</b> Craft and deliver sales stories tailored to client challenges.</li> <li>• <b>Selling Proofs Drill:</b> Develop and present data-backed proofs and case studies.</li> </ul>
	Objections Handling Mastery	<ul style="list-style-type: none"> <li>• Structured methodologies to handle objections like pricing, competition, budget, and satisfaction with the current provider.</li> <li>• <b>Solution Selling:</b> How to position your product/service as the best-fit solution for the client's specific challenges.</li> <li>• Techniques for <b>creating solutions</b> that address client pain points directly.</li> <li>• Using <b>selling proofs</b> to build trust and credibility during objection handling.</li> <li>• How to reframe objections as opportunities for stronger client engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Gain confidence in addressing challenging objections professionally.</li> <li>• Turn objections into tools for deeper engagement and eventual closure by offering tailored solutions.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Objection Handling Simulations:</b> Practice addressing real-world scenarios and receive feedback.</li> <li>• <b>Custom Rebuttal Development:</b> Create tailored responses for specific objections relevant to your product or industry.</li> </ul>
	Practice & Customization	<ul style="list-style-type: none"> <li>• Applying all learnings from buying motivations, persuasion, and objection handling into a cohesive strategy.</li> <li>• Customizing your sales approach to your specific product, service, and audience.</li> <li>• Gaining actionable feedback on your pitch and objection-handling strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Build real-world confidence through hands-on practice and expert feedback.</li> <li>• Leave the course with a personalized and ready-to-implement sales plan.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Full-Cycle Role Plays:</b> Simulate the entire sales process with real-world challenges, from initial conversation to closing.</li> <li>• <b>Peer Feedback &amp; Coaching:</b> Collaborate with participants and the trainer to refine your strategies.</li> </ul>



# SPECIAL DELIVERABLES

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

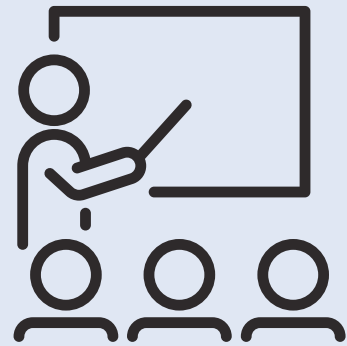
**Q&A Playbook:** A comprehensive guide of pre-crafted questions and responses for client objections.

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

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



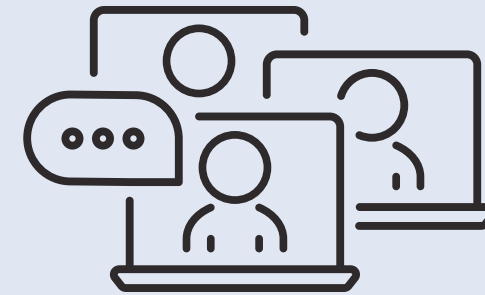
# WHY THIS PROGRAM IS RESULTS DRIVEN?



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:**

₹~~12,500~~ + GST

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

₹8,999 + GST

- **INCLUSIONS:**

Lunch and refreshments are included.

## REGISTRATION STEPS:

**SUBMIT YOUR PAYMENT**

[Here](#)

**SEND THE INVOICE COPY TO THIS**

WhatsApp number +91 73553 71429

# 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/>

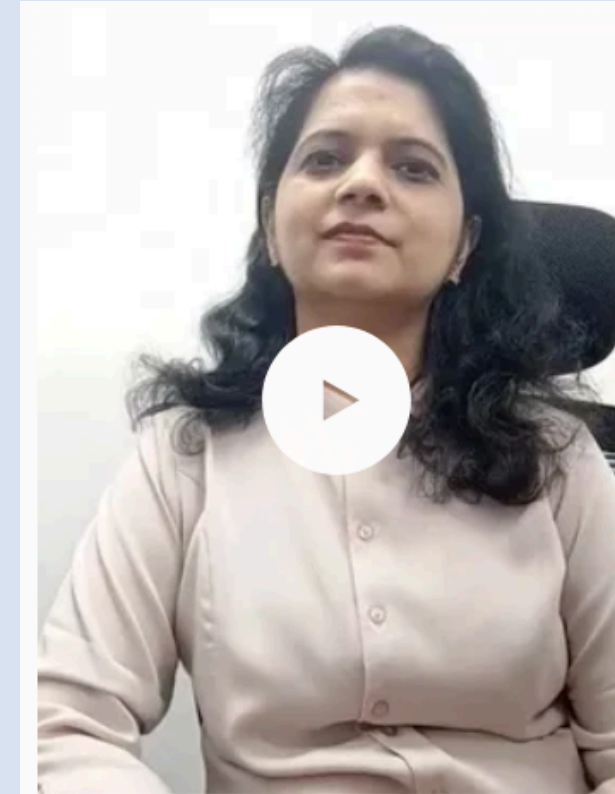
- Trainer for Live Virtual Sessions
- 8times awarded Best Sales Trainer in India
- 20+ years sales experience 1.5 lakh Salespeople trained
- **Top clients** – Indian oil, GMR, Puruvankara, Tata, Accenture, Infosys,

# 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.



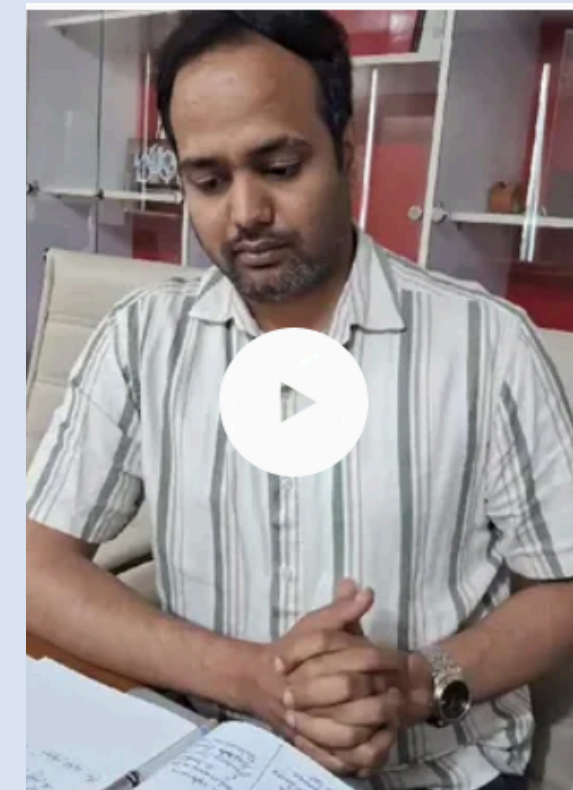
**Veena Trivedi, Sr. HR,  
Advance Laminates**

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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+91 73553 71429



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