

Campus to Corporate - Seeds of Success

	Topics	Description	Activities	Assignments
Day 1	Knowing Self	Ice Breaker		Draft a Self Introduction
		Introduction	Group Discussion	Vision Board
		Vision Board	Video Learning	
	Getting the basics right	Power of Positive Attitude	Activities	
		Goals & objectives from		
		The Sales Process The Buying Process		
		Moving from selling to buying		
		The characteristics of client		
		The skills of successful		
		Integrity and ethics		
Day 2	Business Etiquettes'	Pre- Test		
		Culture Change	PPT	Introduction Video
		Importance of EI at Workplace	Group Discussions	EI Score
		Understanding Team Work	Video Learning	Skill and OA Matrix
		Ownership and Accountability	Self Awareness Activity	Company Research
		Attitude		
	Developing Self	Johari Window	Questionnaire	Video
		Communication Skills	Role Plays	
		Corporate Grooming	Group	
		Presentation Skills		
Day 3&4	Managing effective conversations	Assertive Communication while Dealing with clients		Research
			Group	
		Balancing Team Needs and Individual Needs	Case Study	
		Conflict Management	Role Plays	
		The building blocks of sales		
		Pre-call, Needs analysis, Introduction/opening; Presenting; Questioning/probing		
		Handling customer queries with grace and empathy		

		Closing & Getting a commitment from the customer		
		After sales follow-up		
Day 5	Presentation Skills and Goal Setting	Fundamentals of an Effective Presentation		Video
		Understanding and Overcoming Importance of Managing Voice and Language	Presentations	Goal Chart
		Smarter Goals	Group Discussion	
		Focussing on COI	Video Learning	
	Business Communications			
Day 6	Objection handling	Handling customer objections, issues and clarifications		
		Negotiation Techniques	Group	
		The negotiation processes	Case Study	
		The qualities of a good negotiator	Role Plays	
	POWER & Influencing skills	Identify and apply the right Power or Influencing skill	Activities	
		Leverage perceptions		
	Closing the sale	How to close multiple times; closing statements; bringing the customer to a buying mode		
Day 7 & 8	Science of sales	Koenig's Proprietary selling techniques		
Day 9	AZ 900			
Day 10	Practice	Role plays and Case studies		
		Action Plan		