

Key Account Sales Techniques and Lead Management For Senior Sales Professionals

24th June 2019 – Bangalore – Royal Orchid

25th June 2019 – Chennai – Hyatt Regency

26th June 2019 – Mumbai – Hyatt Regency

28th June 2019 – Delhi - The Leela

By

Mr. Suresh Gopaldaswamy

Visiting Faculty at IIM & Senior Advisor

Key Take Aways:

Key Account Management. Master the art and science of personal selling, Understand the nature and importance of leads Lead Generation Techniques, Know the various techniques of objection handling, Going past gatekeepers, Drive growth through referrals and lead conversion

Who Should Attend

All senior level Customer facing professionals. Senior Sales Professionals looking to update their professional capability Learn some tips and tricks to drive growth. Acquire some Tools to get growth. Get insights into Industry best practices

Contents

Introduction <ul style="list-style-type: none">• Introduction and Icebreaker• Expectation Mapping• Context Setting for the Program	Converting a lead to a prospect <ul style="list-style-type: none">• Lead Classification• Handling Gate Keepers – Types of gate keepers, overcoming resistance
What is a Key Account <ul style="list-style-type: none">• Define• Identify<ul style="list-style-type: none">▪ Difference between KAM and selling• Selling to Key Account• Account Strategy• Relationship Building	Converting Prospect to a sale <ul style="list-style-type: none">• Prospect Profiling Tool• Pre-preparation• Approach- Secure interest / Gain Attention/Objection Handling• Follow up techniques• Identifying the purchase trigger – CROP QUESTIONING MODEL• Objection Handling• Trigger Matrix• Importance of Post Call analysis• Referrals
What is a lead? <ul style="list-style-type: none">▪ Definition▪ Types of leads▪ Difference between lead and a prospect	<ul style="list-style-type: none">▪ Pitching▪ Presenting▪ Negotiating

- Prospecting Techniques
- Getting referrals
- Collaborating
- Building a lead pipeline

Profile of Faculty

Mr. Suresh Gopaldaswamy

Visiting Faculty at IIM & Senior Advisor

Experience of 20+ years in Behavioral and Functional Training, Profit Centre Operations and Sales & Distribution Management. Has facilitated and coached clients from wide range of industries. Retired from HUL as Senior Manager Channel Operations. MR Gopaldaswamy is Guest Faculty at IIM-C for MDC programs for Senior management as well as ISS probationers.

MR Gopaldaswamy has Diplomas in Management, HR Management, Change management and a certification in Storytelling. Mr. Gopaldaswamy's area of expertise include Sales Management, selling techniques, Business Partner Management, Competency Mapping & Development, Business Story Telling, Change Management, Execution Skills among many others.

Mr. Gopaldaswamy has a wide Industry/Functional Experience / exposure spanning Civil Services, PSUs, FMCG, Consumer Durables, Fashion Garments, Manufacturing, Industrial Products, Automobile Parts, Infrastructure, Hospitality and Health Care

Timings: 10:00 am - 5:00 pm, Registration begins at 9:30 am*

How to Register:

> **Fees: Rs. 9900** /- +18 % GST per person.

> Please write to **gcmseminars@yahoo.com**

> **Call Mr. Rajeev Gupta- 9711114779 / 9540012349 / Call -011-42111617**

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> Fees include Refreshment, Lunch & Course Material. *Terms & Condition Apply.

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