



High Octane Selling

(FICCI in collaboration with Adroit-HR Straight)



August 8-9, 2016

At

FICCI, New Delhi

1. Introduction

High Octane Selling is a training programme provides sales professionals with a set of three high energy “Interaction Skills” that will lead to enhanced sales conversations — even with customers who are cold or vocal in expressing their concerns.

This programme prepares sales professionals to build mutually advantageous customer relationships. Participants learn, key skills needed during sales interactions, so as to assist their customers in making a buying choice.

2. After attending this program you shall be able to:

- ✓ Present your-self, the organization and its product in a manner that is eloquent and gripping to your customers
- ✓ Devise a Sales communication strategy for a positive information exchange throughout the selling process
- ✓ Conduct high energy meetings for enhanced impact and a positive forward movement
- ✓ Implement Effective questioning strategy to build clarity, understanding and trust
- ✓ Address customer concerns confidently and effectively, without getting intimidated
- ✓ Close sales calls with mutually beneficial commitments that are appropriate and clear, and that move the sale and the customer relationship forward

3. Who should attend?

- ✓ Sales professionals and managers
- ✓ Team Leaders
- ✓ Relationship Managers

8. About Our Faculty

Ahmad Mehdi has over 15 years of experience in

- ✓ Associated marketing professionals from corporate or institutional sales segment

4. Certification

Certificate of participation will be issued to all delegates by FICCI Quality Forum

5. Course Material

All participants will be provided a course kit comprising of comprehensive workbook, folders and the required stationery during training.

6. Methodology

A judicious mix of class room presentations, exercises, group discussion, case studies and corporate or institutional sales segment Hands-on practice will be used. Participants will be encouraged to relate the learning to live situations

7. Course Schedule and Registration Procedure

Date: August 8-9, 2016

Timing: 09:30 hrs – 17:30 hrs

Nature: Non residential

Venue: FICCI, Federation House, New Delhi

Participation Fee: Rs. 12,500/- + S. T @ 15% (Total amount of Rs. 14,375 includes cost of training, course kit, lunch, tea etc.)

Registration: Send registration form along with Cheque/DD in favour of “FICCI Quality Forum”. The seats are limited to 20 and registration will be done on first come first serve basis

[For further details & to reserve your seat, please contact:](#)

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10. Program Details

- **Day 1**

various disciplines like Customer Experience, Sales, Service Marketing, OD – Training and HR.

The knowledge that he has gathered by virtue of working with industry leaders like, Xerox, Gestetner, HCL, NIS Sparta, Bharti Learning Systems and Ricoh has made him the seasoned HR consultant that he is. He is also serving as the “Special Invitee” of “Skill Development Training Committee of IETE”. In addition to being an Electrical Engineer and a Master’s in Business Administration he has also been certified on various training program and skills.

He has been instrumental in driving consulting projects in various organizations like IBM, Ricoh and Airtel on diverse HR interventions viz Compensation & Benefits, Policies, PMS, Competency framework etc. He has got a total training delivery experience on more than 2000 hrs on diverse Behavioural and skill based topics

9. About FICCI Quality Forum

FICCI Quality Forum (QF) is a specialized division of Federation of Indian Chambers of Commerce and Industry (FICCI) set up with objective to sharpen the competitive edge of Indian Industry. QF provides training, consultancy and research services focused on enhancing the quality quotient of clients and partner organizations.

QF has collaboration arrangements with Intertek India for providing IRCA, UK approved Auditor/Lead Auditor training courses on ISO 9001 Quality Management System (QMS), ISO 14001 Environment Management System (EMS), ISO 22000 Food Safety Management System (FSMS), ISO 50001 Energy Management Systems, ISO 27001 Information Safety Management Systems (ISMS) and Occupational Health and Safety Management System (OHSAS) 18001 standards and also providing trainings on different **Behavioural and skill based topics** to Industry at large through pool of highly competent & experienced trainers

We had done a number of programs on topics ranging from Sales to customer retention to coaching and mentoring and many more.

- Cash Vs KASH
- Catch 22 – Building Trust
- Effective Presentation Skills
- Knowing your customer
- Communicating with Poise
- Conducting and Participating in meetings

• Day 2

- The Selling Cycle (Energy & Heat)
- The Sales Model – High Octane Selling
- Effective questioning strategy
- Negotiating Neatly
- Closing the sales
- Managing post sales feelings
- Role Plays & Certification

Exercises and Group Discussion on above

11. Feedback on earlier FICCI trainings

- ✓ The course and the manner in which it was delivered certainly deserve high grades on the scale. It has gone beyond what I had actually expected before being part of it
- ✓ The learning that comes with each course is always good but the way it is given is really important. The Course material/learning were very well disseminated and the ease with which I could learn was good.
- ✓ I had wonderful experience which is full of knowledge and information which will not only help in my professional life but also personal life.
- ✓ Very beneficial for me. Now I am able to understand all other things which are associated with the testing, equipment and reports as an analyst
- ✓ Learned a lot during training program via training session, group exercises, group discussion etc.