

**Corporate Sales Training for working professionals :**

TekEdge helps train IT sales professionals with a one day program designed primarily to act as a catalyst to improve the sales operating engine effectively & efficiently. The program facilitates participants to introspect, analyze, think aloud, improve & contribute in a collaborated environment.

TekEdge strongly advocates sales as the performance of the enterprise & hence recommends its innovative concepts as part of the training module aimed at improving the overall sales of the organization. The objective is to shift the sales approach from artistic ways of individual brilliance to a more sophisticated scientific based, reliable eco-System.

**Participants:** Include all team members with various customer centric roles who contribute significantly towards the sales or performance of the organization. The roles could be of a wide variety including sales, pre-sales, inside-sales, consulting, product & delivery teams. However the enrollment of such participation will be the sole discretion of the customer.

**One Day Program from 10 AM to 5 PM. With 3 breaks for Coffee (15 mins@11.30 am), Lunch (1.15pm to 2.15 pm) & Tea. (3.30 to 3.45 pm)**

**Topics covered:**

**Specialized Sales Functional Concepts:**

- a) Importance of Sales Mantra for the whole organization.
- b) Current Market trends Vs Buying Patterns.
- c) Product Business – Focus, Objectives, Challenges & Business Drivers.
- d) Domestic market Dynamics.
- e) Role Based Selling Approach.
- f) Sales Process & Reporting Mechanisms.
- g) Execution is the key for success- a video.

**Scientific Concepts:**

- h) The Success Principles- Insight with a HR perspective.
- i) Predator Qualities - a video which talks about competition, territory management, time to market.
- j) Characteristics of Enterprise Software market.
- k) Usage of TekEdge's scientific tools-guidelines for Negotiations & closing Sales.

**Fees: Rs. 7,500 per organization excluding re-imbursement of actual travel costs along with accommodation Ex-Hyd.**