

Madras Management Association – Konrad Adenauer Stiftung

present one day workshop on

## **TELE SALES**

### ***The Challenges and Scope***

**Date**

**Thursday, 11 January 2018**

**Timing**

**10.00 am to 5.00 pm**

**Facilitator**

**Mr P Veeraraghavan**

Corporate Trainer

**Venue**

**Madras Management Association**

**21/11, 3rd Cross Street, Seethammal Extn, Teynampet, Chennai – 18**

Tele sales is a challenging task in as much as it involves both SellingSkills and Telephone Skills. Very often, the Tele Sales Caller gets either a cold reception from the other end or a negation of the proposal, whether he or she sells an insurance policy, a property or even a home appliance.

Yet Tele Sales function is becoming more and more inevitable as the cost, time and manpower involved in probing pre sales activities is high. Professionally Trained and Skilled Tele Sales Team are an essential part of many Sales Organizations.

This workshop would impart these professional TSS with a focus on the following

- Nuances of Telephone Skills
- Positive Approach to develop a sales conversation
- Data Base Sourcing and Management
- Thinking On the feet - while on phone talk
- How to sustain the Receiver's Interest
- Understanding the Prospect- the basics Of NBS
- Handling Queries and Objections

- Documentation, Monitoring and handing over to FS Team

## Who would Benefit most from this workshop

- Sales Coordinators
- Education Counsellors
- TeleSales / Marketing Executives
- Demo./EventManagement Executives
- Service Coordinators
- Front Office Executives
- Potential Tele Sales Executives
- SOHO Entrepreneurs

## Training Methodology

- Interactive sessions in English/Tamil
- Power Point Slides & Clippings
- Situational Analysis & Role Plays
- Puzzles, Quizzes and Inventories

## Facilitator Profile:

Mr P Veeraraghavan is a Science Graduate with a Post Graduate Diploma-Marketing. He has 11 years of Freelance Trainer Experience. He also carries over 34 Years of Corporate Work Experience in Sales & Marketing, Production-Floor Management, Operations Management and Training & Development.

Has experience in FMCG ( Union Carbide BPD & CPD), Office Automation, ITH/W, Cellular Services, Financial Products and e-Commerce in organizations like Union Carbide India Limited, HCL Ltd & Aircel Ltd.

Has over 8100 hours of Training Experience.

He had trained over 1600 workmen of 'Club HP' Retail Outlets. Is a certified Retail Sales Trainer by Retailers Association of India.

Trained Students of Engineering Colleges in various Soft Skills, Employability Skill. He himself had undergone several exclusive training courses in institutes like XLRI and under reputed trainers like Prof. Koreth, Dr. Anand Karandhikar.

A few Clients include Java Green (Reliance) , Tata Motors Pune – ( Metric)

WABCO-TVS Chennai, Truebore India - Sanmar Grp. MBM Engineering, Chennai, Sundaram Fasteners, Hosur, India Cements Dalavoi Plant. Fresh and Honest Café and various Retail Outlets.

**Fee Details:**

Special discounted fee for MMA members – **Rs. 1,800/- per participant (Inclusive of GST) for MMA members.**

**Participation fee – Rs. 2,500/- + GST @ 18%**

The fee includes Lunch.

The cheque/DD to be drawn in favour of **“Madras Management Association” payable** at Chennai.

Prior registration is necessary. The fee once paid will not be refunded; change in nomination from same organization will be permitted.

For Registration kindly send us participants **Name, Designation, Organisation, Contact No and Email id.**

Look forward to the pleasure of receiving your nominations at the earliest.

With warm regards,

**Gp Capt R Vijayakumar, VSM**

**Executive Director**

**Madras Management Association**

**21/11 3rd Cross Street**

**Seethammal Extension**

**Teynampet**

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