

# ESSENCESELL

## A PROGRAM ON SALES LEADERSHIP

Selling successfully begins with identifying your core – your being that helps you to stand out and makes your pitch unique – your personal style statement. It is about the flavor you add to what you do. It makes people take notice and look up to you. Selling is about transferring your enthusiasm to the buyer.



## What is EssenceSell?

EssenceSell is a new age sales program; not just for the sales professional but for everyone because we believe everyone is selling!

It's about:

- ~ Learning the new rules of buying
- ~ Adapting to the new ways of selling
- ~ Revisiting sales fundamentals with new age concepts



## Why EssenceSell?

- ~ The way we buy has changed, have we changed the way we sell?
- ~ Customer Behaviour is ever- changing, learning to cope with it
- ~ Flexible and Customisable learning
- ~ Every lead needs nurturing, learning to do it better!



Where there is a will to Upskill, there is EnhanSkill

# Program Outline:

- Definition of Selling
- Selling in Current Context
- Role of a Sales Person
- Golden triangle – old and new
- Different ways of growing business
- The ROM approach
- Fixed Mindset Vs Growth Mindset
- Lead Management
- Selling Skill Model
  - Pre-Call Planning
  - Opening the Call
  - Agreed Action Feedback
  - Delivering Key Messages
  - Objection Handling
  - Closing the Call
  - Post Call Analysis



- Ladder of Adoption
- Goal Setting
- Energy Management
- Commitment
- Expectation Setting
- Learning
- Questioning Skills – SPIN, 5WIH, 5Ps
- New vs old ABC of Sales
- Three levels of selling
- Six principles of influence
- SPA framework in the Sales Context
- Communication Skills
  - The magic ratio of communication
  - 7 Cs
  - U-Centricity
  - AIA
- Negotiation skills and techniques
- Fear Producing Words
- Five Nos
- Social styles
- Presentation skills
- Listening skills
- Customer Centricity/Obsession
- Value Selling
- Permission Marketing

The program can be customised as per the specific needs of an organisation.

## Modes of delivery:

- Offline: At Clients location, (Mumbai Only)
- 10 Sessions of 1.5 hours each
- Online: On Zoom, 10 Sessions of 1.5 hours each
- Hybrid (few sessions online, few offline)

Our audio podcast Sales Soch is available on spotify:



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*when obstacles arise,  
you change your direction  
to reach your goal; you do not  
change your  
decision to get there.  
Zig Ziglar*