



An Alchemists Ark Proposal

Training Program: Conversations, the Ultimate Soft Skill

1-day Classroom | or | 7 hrs. in Virtual Classroom (2 sessions x 3.5 hrs. each)

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Conversations, the Ultimate Soft Skill

Why this 1-day Program on 'Conversations, the Ultimate Soft Skill'?

Is this true for you? You have a large no. of employees. They are technically competent at their jobs. However, you feel that the **quality of the communication between people internally as well as externally needs to significantly improve**. It would be great if your employees were able to communicate better and energise each other thru' their Conversations rather than indulge in wear and tear conversations! If this rings a bell, read on!

What is the Solution? You need to **equip your entire team** – Managers as well as their subordinates - with a **method to have engaging, energising work-related Communication** with their subordinates, peers, superiors, and Business Partners! In the spoken as well as written form

How will we Understand your Context?

We will have a **45-min Master-class from the Sponsor**. We will also **speak with a couple of Participants over phone** soon as we signup!

What is our Distilled Wisdom on Communication Skills?

As human beings, **we are all in one business: The Persuasion Business!** The best persuaders have the ability to make their recipients **trust them**. The first and most powerful way of creating trust is through **engaging Conversations**. So, for every employee: **Work is Conversations!** **Conversations is that meta skill that encompasses other soft skills** including Questioning, Active Listening, Objection Handling, Closing etc.

Conversation is a Science + Art! It is a Science in that it has a Structure that can be repeated for consistent results. **So, it can be taught!** As achievers, each of us exist to build on top of this Science with our **Artistry gained through practice: that's the Art!**

Thru' **right conversations** we can **produce such positive feelings** in the other person, that (s)he **goes back and does what is required and more, with renewed vigour, to achieve common goals**

What will be the Content of the Program?

- What are the Beliefs required to have engaging Conversations as Equals
- How to create Instant Rapport (thru' learnings from Neurolinguistic Programming - NLP)
- How to have Breakthru' Conversations: The Structure & Spirit of Breakthru' Conversation
 - └ How to Start energisingly (to achieve and stay in rapport)
 - └ How to identify the common need thru' the right questions
 - └ How to present a Win + Win solution
 - └ How to handle objections, How to close with an Agreement
 - └ How to end energisingly (to stay in rapport)
- How to move the agenda thru' written communication

In addition, a WhatsApp Group will be available for 45 days post-program for any clarifications/support

What will be the Outcome of this Program?

At the end of this program, your employees will have a way to do Engaging, Energising Conversations! Not like an Interrogation. Not Telling! Not wear and tear: Energising! Expect participants to inculcate **a few effective habits** that will go a **long way in Collaborative Co-Working!**

What will be your Investment? What will be the terms?

Mode: 1-day in Classroom | or | 7 hours in Virtual Classroom (2 Nos x 3.5 hr. Sessions)

Trainer: Thiagarajan Sreeram, Director Alchemists Ark will train, supported by a Consultant

Investment: Rs. 1.5 lacs/ batch (10-15 participants) + GST

Conversations, the Ultimate Soft Skill

Terms:

- Costs of travel and stay, if any, related to the project will be to your account on actuals
- Invoice will be raised on delivering the Program
- We are a registered MSME. Invoices are to be paid within 45 days. Delays liable to 14% interest
- **Validity:** This Quote is valid for 30 days

The Alchemists Ark Pvt. Ltd. (TAA)

The Alchemists Ark (TAA) is a **Pune-based, Sales & Distribution, Consulting + Training + eLearning Company**. We support Growth by **Radically Simplifying Sales** thru' Insights, Strategy, Structure, Policy, Processes & Training. Founded by **Raymond Moses**, 60 (alumnus of **IIT Kanpur, HLL & Castrol**), this business is led by Thiagarajan Sreeram, 58 (alumnus of **REC Trichy, IIM-A'bad, Batliboi, Castrol**). We have closely worked with leading brands in India:

B2B2C: Distributive/ Trade Selling

- Rural/ Agri:** Driptech (Drip Irrigation), Everest (Roofing), Kirloskar (Agri Pumpsets), Mahindra (Tractors), Mahyco (Seeds), Mahindra Finance (Finance), Monsanto (Seeds)
- Auto Aftermarket:** Bajaj (CV Spares - Domestic & International), Bosch, Castrol (Lubes), Fleetguard (Auto Filters), Goodyear (Tyres), Gulf (Lubes), Maruti Suzuki (Spares), Mahindra (Spares), Michelin (Tyres), SKF (Bearings), Tata (CV Spares, AMC, Refurbishing)

B2B:

- Industrial Consumables Selling:** Castrol Industrial (Industrial Lubes), Foseco (Metallurgical Chemicals), ITW Signode (Packaging Consumables & Spares), Lubrizol (Lubricant Additives)
- Project Selling:** FirePro (Fire Safety Projects), Mahindra Powerol (Gensets), OTIS (Elevators), Nuvoco (RMC), Fronius (Welding Equipment)

B2B2C: Vehicle Selling thru' Trade

- Auto Sales:** Bajaj (2 & 3-Wheelers), Mahindra (MUVs, Tractors, Trucks, 2W), Toyota (Cars)

With our deep expertise and experience of working in Customer Management for the last 33+ years, we are confident of delivering great Value!

What do our Clients say about us?



Naveen Kshatriya, (Former) Regional VP - Asia & Pacific, **Castrol**
 "Their deep understanding of Customer Management principles and Routes to Market, especially for emerging and fragmented markets is world-class"



Rahul Chopra, Sr. VP & Head of Roofing Business, **Everest Industries**
 "They are probably the best sales training outfit we have worked with. They do in-depth study and research. They have added great value to our sales & marketing efforts"



Bruce Hall, (Former) Global Customer Marketing Manager, **Castrol (UK)**
 "We found that the solution provided by TAA was by far the best. What that provided for us was a 360 Degree solution in terms of training"

What is the Next Step?

Go-ahead on this Proposal within the validity period of 30 Days