



An Alchemists Ark Proposal

## Training Program: Persuasive Online Selling

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

**Alchemists Ark Contact:** [sreeram.thiagarajan@alchemists-ark.com](mailto:sreeram.thiagarajan@alchemists-ark.com) | +91 98222 64955



## Why this 1-day Program on 'Persuasive Online Selling'?

**Is this true for you?** The Covid Pandemic creates a situation where most customer sales meetings (and internal meetings) had to happen Online. This has become a new normal as both sides have found it to be convenient and efficient. While your team has adapted to this change, you now want them to become experts at Online Sales Calls. If this rings a bell, read on!

**What is the Solution?** You need to equip your Sales Team with a **method to have engaging, energising online VC Conversations with their Customers!** Train them on How to prepare well, what are the etiquettes, how to strike rapport online, how to engage well, how to present well, tips to handle objections, close with clear Next Steps, etc.

## 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 Sales Meetings?

As Sellers, **we are all in one business: The Persuasion Business!** The best persuaders have the ability to make their customers **trust them**. Trust is created through **conversations** (and actions). So, for every Salesperson: **Work is Conversations!** Be it a f2f or on-line Sales Call, a review, a con-call, an online Sales Call: **Our Work is Conversations!**

**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!** Salespeople exist to build on top of this Science with their **Artistry gained through practice: that's the Art!** Thru' right conversations (and right actions), you can produce such +ve feelings in the customer that it becomes an Enduring Relationship which lasts through good and bad times!

## What will be the Content of the Program?

- What are the Beliefs required to be Persuasive
  - Conversations: The Real way we all get things done
  - How to Achieve Instant Rapport (thru' NLP techniques)
  - How to Prepare like a Professional for an Online Sales Call: Etiquettes, tools, etc
  - The Structure & Spirit of Breakthrough Online/ f2f Conversations
  - Post-call Action: Tips for Effective Written Communication: Agreements and Next Steps thru mail
- 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 team will have a **simple way to go about doing Structured, yet Persuasive Online Selling**. Expect participants to learn a **few effective habits** that will go a **long way in helping your sales efforts!**

## 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

## 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:

### **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), **Nuvoco** (Ready-mix Concrete), **OTIS** (Elevators), **Fronius** (Welding Equipment)

### **B2B2C: Vehicle Selling thru' Trade**

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

### **B2B2C: Distributive/ Trade Selling**

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

*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?



**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**"



**David Hughes**, (Former) President, **Foseco Foundry BU**

"Foseco engaged Alchemists Ark to support a complete review of the **sales strategy and structure**. Now, 15 years on, the Solutions Partner Strategy remains one of the **best value-based industrial marketing strategies** I have encountered"

## What is the Next Step?

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