



An Alchemists Ark Proposal

Training Program: Powerfully Persuading Customers

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

Alchemists Ark Contact: sreeram.thiagarajan@alchemists-ark.com | +91 98222 64955



Why this 1-day Program on 'Powerfully Persuading Customers'?

Is this true for you? Your Sales Team is regularly making Sales Calls on your Customers, spending significant time, effort and cost. You wish their conversations are not transactional: You would like every interaction to take the relationship closer to Partnering. You believe **Sales Performance and Customer Share would be better if your team is more persuasive and builds better relationships.** If this rings a bell, read on!

What is the Solution? You need to equip your Sales Team with a way to **build mutually-beneficial, meaningful, lasting relationships with customers! Thru' engaging, persuasive conversations**

How will we Understand your Context?

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

What is our Distilled Wisdom on Persuasion?

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!**

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 positive 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 Start & Stay in Rapport
- How to have Breakthru' Conversations: The Structure & Spirit of Breakthru' Conversation
 - └ How to Start and End Energisingly (to achieve and stay in rapport)
 - └ How to Identify Customer 's Needs thru' Questioning
 - └ How to Present a Win + Win Solution
 - └ How to Handle Objections
 - └ How to Close with an Agreement
- How to move the agenda thru' effective 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 team will have a **simple, practical way to go about building their relationships with Customers through persuasive conversations.** 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?



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"



Ajay Vaidya, Chief Human Resources Officer, **Mahyco**

"They're reliable with structured and a tremendous "Can do it for you" attitude! They delivered an outstanding program for our Sales and Marketing teams. We are very happy with the end result and look forward to a very long relationship"



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"

What is the Next Step?

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