



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)

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## 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 **speak 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