



An Alchemists Ark Proposal

## Training Program: Professional Trade Sales Calls

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 'Professional Trade Sales Calls'?

**Is this true for you?** You are selling thru' Trade i.e. Retailers. You have a large direct and indirect field force making lots of calls on these Retailers. However, productivity and range sold are not good enough. Upselling is not happening. **You want to Make Every Call Count, Every Call to Yield More Sales!** You want your field force to be 'demand generators' and not only 'demand fulfillers'. You believe **Sales and Counter Share would be better if your field-force does better quality sales calls.** If this rings a bell, read on!

**What is the Solution?** You need to equip your field force with a way to make structured, yet engaging trade sales calls!

## 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 Trade Sales Calls?

In your entire sales hierarchy, it is only the last-miler that sells. He/She is your **Karyakarta!** All the investments you have made in your factories, brands, supply chain come good only if this last-miler is able to do a good job! All that they are expected to do is Sales call after Sales call. **And that's all you need them to be trained on**

Trade Sales Call is nothing but a Conversation! **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' the Art!**

## What will be the Content of the Program?

- What are the Beliefs required to be Successful in any Company with any trade
- How to Start & Stay in Rapport
- How to make Structured, Engaging, and Consistent Trade Sales Calls
  - └ How to Start Energisingly
  - └ Why and How to Merchandise
  - └ How to take Stock
  - └ How to not only Take, but also Make Order i.e. Sell Range
  - └ How to Handle Objections
  - └ How to Summarise Order
  - └ How to End Energisingly (to remain in rapport till you meet again)

(We will use clips from our training films to show the best-practice way of doing each of the above)

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 field force will have a **simple, way of doing structured, engaging Trade Sales Calls.** 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:

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

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

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

b) **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)

c) **Rural/ Agri:** Driptech (Drip Irrigation), Everest (Roofing), Kirloskar (Agri Pumpsets), Mahindra (Tractors), Mahindra Finance (Finance), Mahyco (Seeds), Monsanto (Seeds)

### **B2B:**

d) **Industrial Consumables Selling:** Castrol Industrial (Industrial Lubes), Foseco (Metallurgical Chemicals), ITW Signode (Packaging Consumables & Spares), Lubrizol (Lubricant Additives)

e) **Project Selling:** FirePro (Fire Safety Projects), Mahindra Powerol (Gensets), Nuvoco (Ready-mix Concrete), OTIS (Elevators), Fronius (Welding Equipment)

*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"



**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