

INCREASE SALES THROUGH SMART SELLING

AVAILABLE FOR OFFLINE & ONLINE

Sales and Marketing Series

OVERVIEW

To equip sales professionals with the knowledge, skills, and techniques to adapt to the changing sales landscape by leveraging technology, understanding customer behaviour, building relationships and trust, employing effective sales techniques, leveraging technology for sales success, increasing customer satisfaction and loyalty, measuring, and optimizing sales performance, and adhering to ethical selling practices.

OBJECTIVE

Understand the principles of smart selling and its importance in the current sales landscape.

Identify different customer segments and tailor sales approaches based on their needs.

Continuously improve sales effectiveness through feedback, self-reflection, and ongoing skill development.

WHO SHOULD ATTEND?

- ✓ **Customer Service Department, Sales Professionals and Sales & Marketing Department.**
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