

FICCI Certified Sales Professional

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If you agree that selling has been impacted in your business by the pandemic, then this FICCI Certified Sales Professional is a must for your career advancement. This programme is designed for frontline sales personnel across industries.

(A separate programme is being offered for managerial role in sales)

5 Reasons to join the FICCI Certified Sales Professional Programme

- This training programme is designed for 5 sessions of 90minutes each and will be delivered online using video technology
- The programme will train participants to navigate their sales efforts successfully during this pandemic and beyond
- The case studies used will be real life sales challenges faced by participants
- The design of the programme will focus on the application of skills at the workplace
- The programme is beneficial to sales professionals across all industries

The programme starts on Saturday, 28th November 2020

Classes will be held on 5 consecutive Saturdays-
28.11.20 | 5.12.20 | 12.12.20 | 19.12.20 | 26.12.20

Time : 4pm to 5.30pm

Fees : Rs. 7000 + GST for each participant

Understand - Impact of the pandemic on business

The biggest impact of the pandemic is on businesses and the business dynamics. Micro and macro understanding and appreciation of rub-off impact of related businesses on your business is critical to determine your approach to selling.



Sharpen - Selling skills must be sharpened to remain relevant

'Sharpen your saw' is a popular management wisdom to stay relevant with the changing times in any function that one operates. One may need to replace the existing 'saw' with a more appropriate 'saw' to survive and grow in a sales career.



Digitize - Digitization in the mind is the key reorientation for any sales professional

Customers in all businesses have embraced digital as a compulsion of the pandemic which has altered the customers path to purchase. Generating, nurturing, and converting digital leads is mandatory for success.



Redefine - The role of sales professional has changed due to the pandemic

The expectations of customers from sales professionals have undergone sweeping change due to the impact of the pandemic. This implies that what has given success before the pandemic may not give success to sales professionals during and after the pandemic.

Relearn - Sales professionals must unlearn and relearn to remain effective in the new world order

The channel sales as well as B2B sales functions have themselves undergone transformation. Unless this transformation is understood and embraced, sales professionals will not succeed in new scenario.



Lead Trainer- Deepak Pramanik

Founder and Chief Strategy Officer,
Aidas Consulting Group

Mr Deepak Pramanik is an alumnus of IIT and IIM and the Founder and Chief Strategy Officer of Aidas Consulting Group. He has over 30 years of work experience out of which 17 years were in senior leadership positions with large Indian and multinational companies prior to Aidas Consulting Group. With Aidas Consulting Group, he has delivered training to employees of nearly 150 client organizations since 2004. These 150 client organizations are a mix of large corporate houses and successful family run businesses. He specializes in training sales teams (across hierarchy of sales teams) irrespective of the industry in which the organization competes.

His LinkedIn profile is : <https://www.linkedin.com/in/deepak-pramanik-90b63313/>



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