

**REPORT ON THE TRAINING CONDUCTED ON SALES**  
**EXCELLENCE**

**DATE:25<sup>TH</sup> AUGUST 2014**

**TIME: 10:00 AM-4:00 PM**

**VENUE: AV ROOM NO 9**

Sales training is most effective when it is tailored not only to our organisation, but also to our sales team's specific needs, goals, and objectives. Sales Excellence Training workshop is conducted specifically to provide a customized learning experience with one of our world-class facilitator, who has vast sales experience.

Keeping this in mind, Krupanidhi Degree College organised a One day Training Programme on 'Sales Excellence' on 25<sup>th</sup> August 2014. The resource person was Mr.R.Amar Reddy, Founder, Director of Sales School Pvt Ltd. The programme commenced with an invocation song by Ms. Deepa of V Sem BCom. Principal Dr.Maruthi. K.R. welcomed the guest. This was followed by lamp lighting ceremony.

Mr. Amar Reddy, the resource person for the session highlighted the objective of the session. He emphasised the need to build rapport easily and flexibly with all personality types Some of the other objectives stressed upon were:

- Be interesting and interested
- Apply questioning and active listening skills to build rapport and create, identify, explore and assess the possible needs of the prospect through meetings.
- Establishing client's needs and add value.
- Need to present with confidence

Some practical tips on establishing client's needs and adding value, negotiating and closing the deal with success were explained in detail.

72 students attended the workshop. The session was highly beneficial to students..Participants learnt how to motivate their team, create an environment for success, get the most out of individual and team temperaments and talent, manage performance and foster professional development among their team members. Feedback was taken from the students.

The event concluded with vote of thanks by Ms. Meenakshi, HOD of Commerce Department. Overall it was a very informative session.