



**HALF DAY WORKSHOP
ON
MASTER INBOUND SALES**
Date: 07/09/2021 | Time: 9:00AM | Duration: 4Hrs



OVERVIEW
"Mastering Inbound Sales" covers the basics of an inbound approach to sales. This course is for individual sales representatives who are looking for actionable tips to use in their next call or meeting. Inbound Sales is a sales methodology that prioritizes the needs, challenges, goals, and interests of individual buyers. Instead of focusing on closing the sale as soon as possible, inbound salespeople work to meet consumers where they are and then guide — not push — them through the decision-making process. You'll learn how to identify new prospects, connect with them, explore their needs, and advise them on a path forward.
NPC is pleased to announce Half Day Workshop on **MASTER INBOUND SALES** for **Entrepreneurs, Business Heads, Sales Heads, Sales Managers, Inside Sales Managers, Marketing Team, Customer Relationship Team, Tele Marketing Heads, and Customer Service Heads.**

PROGRAMME CONTENT

- Inbound Sales Fundamentals - Inbound, The Buyer Journey, Inbound Sales Strategy
- Identifying Active Buyers, Active vs Passive Buyers, Ideal Customer Profile, Buyer Personas, Inbound Leads, Social Selling, Trigger Events, common Connection
- Inbound Leads, Common Connections, Outreach Sequence
- Rapport Building, Setting an agenda, CGP, TCI, BA Framework, Recapping an Exploratory call
- Creating Personalized presentation, Recapping the buyer's goals and challenges, suggesting ways to achieve the buyer's goals and challenges, confirming budget, authority, and timeline
- Committing the buyer to a plan
- The 1 - 10 closing technique

Key Takeaways

- Creating an Inbound Sales Strategy
- Case Studies and Scenarios

PARTICIPATION FEE
INR 750/- + GST (18%)

SPEAKER
Shri. Rakesh Gopinathan TRAINER | MENTOR | COACH
23+ years of work experience in GCC, Africa, APAC and India. Facilitated 1,195 sessions, 1,06,295 learners in 10 languages, across 23 countries

MEDIUM & METHODOLOGY
Online Via Cisco Webex.
The programme would be participative in the nature. The sessions would be based on detail presentations, conceptual deliberations, case studies, and group discussion. Participants will also be awarded with digitally signed certificate after successful completion of the workshop.

HOW TO NOMINATE
Nominations may be sent through:
1. Participants sponsored by organizations may enroll themselves by sending email to the Workshop Coordinator and providing Participants' Name, Designation, Company Name, Contact Number & E-Mail ID. Kindly also provide GSTIN of your organization at the time of nomination.
2. In case of participants, registering in individual capacity they may register themselves on our website mentioned below and make necessary payments.
[NPC \(npcindia.gov.in\)](http://npcindia.gov.in)

TERMS & CONDITIONS
Nomination once confirmed cannot be cancelled, however substitution of participant(s) is allowed.
In case nominated participant(s) are not able to attend the workshop due to any reason and no substitution is made, fees won't be refundable.
Last date of accepting nominations is **05/09/2021.**

WORKSHOP COORDINATOR
Shri. Sanjay Seetharaman, Assistant Director
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