



## **'Mastering Student Counseling Skills for Greater Sales'** 1 Day Non Residential Program

Delhi / NCR

Dates for the training workshop will be announced from time to time

### **About the Program**

'Mastering Student Counseling Skills for greater sales' is a customized one day Counseling Skills Training Program that has been designed to condition student counselors for success and provide them an insight to the counseling process and strategies and bring in a new perspective on their business, new levels of excitement and help them to consistently achieve desired results.

The program will enable counseling professionals learn performance enhancement strategies so that they have absolute confidence and certainty to break through any limitations and perform to their best. The program will also help them understand the psychology of why students enroll for courses and learn the most powerful strategies of influence and persuasion. The program will enable them to use these learning along with a proven counseling process that will easily and consistently produce results.

**Methodology used for training: Role plays, games, activities, audio / videos**  
**Counseling Sales script will be provided, which can be customized as per your institutes highlights and USP**

**For nominations or more information about the program**

**please contact: Jamal Shah**

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## At the end of the program, the participants will be able to:

- Develop effective counseling skills and start over achieving their sales numbers after understanding their students and how to influence them.
- Quickly build rapport with students and develop a long term relationship with them through better communication skills.
- Probe effectively and enter the minds of the prospective students, draw them out and sell them course they want.
- Have a sense of direction and bring about a change in their outlook and increase their overall productivity.

## Workshop Coverage:

### Motivating oneself for counseling success

- Compelling reasons for counseling success
- Building one's belief system and strengthening it

### Looking for sales success? Back to the basics

- Why prospective students enroll! Selling consequences
- Influencing tools that work, Pain and pleasure concept
- Preparation: Questions to ask yourself before meeting students
- Accessing your powerful selling self before counseling

### SWAGAT Process of counseling

Strategizing for counseling, Welcoming students, Asking questions, Giving presentations, Answering objections, Telling them to enroll

### Establishing rapport through conscious and unconscious communication!

- Welcoming and making contact for new enrolment in a fun but effective way. Telephone techniques.
- Communication Skills: 3 Vs of communication  
Visual, Vocal, Verbal communication
- Creating Interest immediately on meeting prospective students

### Getting into the prospects world!

- Qualifying students: Probe for problems & magnify the hurt!
- Questions to qualify students – FHCD!
- Searching students buying mode!
- Creating conviction in students, key buying signals

### Providing solution and making prospects buy!

- Motivating students through their vivid imagination
- Converting objections into sales! Closing the sale

## Some Companies trained in:



## Program Investment:

----- (For single nomination) (All Inclusive)

Program investment is for one day. The investment is inclusive of tea and lunch

**Who Should Attend? Counselors, Centre Managers, Sales Personnel, Sales Managers, Marketing Managers**

Please send an email to [jamalshahmot@gmail.com](mailto:jamalshahmot@gmail.com) or call 8178296612, 9891439772, If you would want to conduct an in-company program for your co., please write to us with your needs.

**Venue:** K-108-A, Kalindi Kunj Road, Abul Fazal Enclave, Below JD Salon, Thokar No. 5, Okhla, New Delhi-110025

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Jamal is a Master of Business Administration and a licensed practitioner of Neuro Linguistic Programming. He also has a Certificate Course in 'Competencies in Training & Development' from City & Guilds- UK.

Jamal started his career as a sales professional and has a successful track record of unparalleled success as a seller of myriad products and services in companies like United Database India Pvt Ltd. and Aptech Global Learning Solutions in India and British Broadcasting Corporations in Dubai, UAE amongst others which enables him to blend theory with real life practical examples in his training programs.

In a career spanning over 20 years, Jamal Shah has trained over 100,000 counselors, sales personnel in selling skills and techniques both nationally as well as internationally. He is a dedicated and passionate trainer who believes that delight of participants and clients is of paramount importance. He cajoles, entertains and enlightens his audience with a fast moving combination of stories, examples, humor, activities and quotations.

He has conducted training programs for institutions like Aptech computers, Sikkim Manipal University, INurture Education, Munjal University and companies like Mahindra & Mahindra, Sobha Ltd., Mahagun Group, Carrier Airconditioners, UTI Mutual Fund, Axis Sales, Axis Bank, Videocon Group, Sahara Group, LIC, Sikkim Manipal University nationally as well as Abu Dhabi Commercials Bank in UAE internationally.

He is the author of bestselling book 'mastering student counseling skills for greater sales' and training DVD's on advertisement and subscription selling.

Jamal is currently based in New Delhi.