



# **‘Sell Powerfully – The Power to Influence’**

**2 Days Non Residential Program**

## **About the Program**

‘Sell Powerfully – The Power to Influence’ is a two day Sales Training Program that has been designed to condition sales people for success and provide them an insight to the sales 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 sales 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 people buy and learn the most powerful strategies of influence and persuasion. The program will enable them to use these learning along with a proven sales process that will easily and consistently produce results.

**Methodology of training: Role Plays, Games, Activities, Audio/videos, stories, metaphors**

**For nominations or more information about the program  
please contact:**

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Mobile: + 91 +91 9891439772, 8178296612

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

- Develop effective selling skills and start over achieving their sales numbers after understanding their customer and how to influence them.
- Quickly build rapport with the customers and develop a long term relationship with them through better communication skills.
- Probe effectively and enter the minds of the prospective customers, draw them out and sell them what 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 sales success

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

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

- Why prospective customers buy! Selling consequences
- Influencing tools that work
- Preparation: Questions to ask yourself before meeting prospects
- Accessing your powerful selling self before making sales calls

### Establishing rapport through conscious and unconscious communication!

- Prospecting and making contact for new business in a fun but effective way
- Unconscious communication: Matching and Mirroring!, The Visuals, The Auditories, The Kinesthetics
- Creating Interest immediately on meeting prospects

### Getting into the prospects world!

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

### Providing solution and making prospects buy!

- Motivating prospects through their vivid imagination
- Converting objections into sales!

## Who Should Attend?

- Sales Personnel, Sales Managers, Marketing Managers

## Some Companies trained in:



### Program Investment:

Rs. 6,000/- (For single nomination) (All Inclusive)

Program investment is for two days. The investment is inclusive of tea and lunch for two days.

Please send an email to [jamalshahmot@gmail.com](mailto:jamalshahmot@gmail.com) or call 9891439772, 8178296612 for program dates & nominations. If you would want to conduct an in-company program for your co., please write to us with your needs.  
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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 90,000 people 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 companies like Mahindra & Mahindra, Sobha Ltd., Mahagun Group, Carrier, 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.