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UNIVERSITY
— SCHOOL OF —
MANAGEMENT
NAVI MUMBAI

(Established under section 3 of the UGC Act,1956 (NAAC Re-Accredited 'A')
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Career Enhancement Course

On

Sales Techniques

Date: 21St June 2021 to 25th June 2021

Time: 11:00 am to 05:00 pm

Venue: School of Management

Faculty in Charge - Prof. Dr. R. Gopal



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3rd June 2021

CIRCULAR

Dear Students,

This is to inform you that DY Patil University School of Management is organizing the Career Enhancement Course next month from 21st June 2021 to 25th June 2021.

The topic is “Sales Techniques” and will be conducted by our experienced faculty members. We request you all to join these beneficial courses for your better career in future

Dr. R. Gopal
Director

Dr. Vani Kamath
Dean



Faculty Profile:

Prof. Dr. R. GOPAL is basically an Engineer from I.I.T., Kharagpur in Mechanical Engineering. Subsequently he did his MBA, ICWA, PhD and Post-Doctoral Research degree -- D. Litt. He has more than 27 years of CORPORATE EXPERIENCE at Bush India Ltd., Larsen and Toubro, Tata Economic Consultancy Services and



at Siemens. Additionally, he has more than 30 years of TEACHING EXPERIENCE in various B Schools in and around Mumbai in the areas of Marketing, Finance, and General Management etc. He is also the author of several books and is the Chief Editor to several national and international journals of repute..



Capability Enhancement Skills Programs on 'Sales Techniques'

**Date: 21st june to
25th june 2021**
Time: 11: a.m. to 5:00 p.m.
Place: Classroom 5C and 5D

Faculty Profile

Prof. Dr. R. GOPAL is basically an Engineer from I.I.T., Kharagpur in Mechanical Engineering. Subsequently he did his MBA, ICWA, PhD and Post-Doctoral Research degree – D. Litt. He has more than 27 years of CORPORATE EXPERIENCE at Bush India Ltd., Larsen and Toubro, Tata Economic Consultancy Services and at Siemens. Additionally, he has more than 30 years of TEACHING EXPERIENCE in various B Schools in and around Mumbai in the areas of Marketing, Finance, and General Management etc. He is also the author of several books and is the Chief Editor to several national and international journals of repute.

Objectives:

- To learn more about the skills-based elements of selling techniques and the approaches
- used by successful sales organizations.
- To make participant understand the key skills needed to be effective in sales.
- To demonstrate the job descriptions of sellers, the sales process and various sales techniques.



Dr.Vani Kamath
Dean, DYPUSM

Dr.R Gopal
Director, DYPUSM

Dr.Mangesh Jadhav
Faculty Co-ordinator

Itinerary –

Date – 21st June 2021 to 25th June 2021
Topic – Sales Techniques
Faculty – Prof. Dr.R Gopal

Itinerary of the Programme

| | |
|--------------|--|
| DAY 1 | |
| 11:00AM | Introduction of the Faculty with the Students |
| 11:30 AM | Introduction of DYPUSM Career Enhancement Course by host and introduction to speaker |
| 12:00 PM | Introduction of the topic “Sales Techniques” by the faculty |
| 01:00 PM | Lunch Break |
| 02:00 PM | Definition, Significance of sales techniques, Role of a Sales Manager |
| 03:00 PM | Characteristics of a good sales manager |
| 04:00 PM | Sales management tools |
| 05:00 PM | End of Day 1 |
| DAY 2 | |
| 11:00AM | Sales Culture |



| | |
|--------------|---|
| 12:00 PM | Sales culture vs company culture Pygmalion effect Futuristic thinking Implementing the sales culture |
| 01:00 PM | Lunch Break |
| 02:00PM | Managing for Success- Managing time, Managing people, Planning for the future Setting measureable objectives Subjective vs objective |
| 03:00PM | Finding and Recruiting the Best Sales Team |
| 04:00 PM | How to recruit, Interviewing techniques Legal issues, Hiring process, Tools for a sales interview |
| 05:00 PM | End of Day 2 |
| DAY 3 | |
| 11:00AM | Sales Management Skills |
| 12:00 PM | Coaching and counselling |
| 01:00 PM | Lunch Break |
| 02:00PM | Motivation techniques |
| 03:00PM | “Ride-along” sales calls, Master communicator |
| 04:00 PM | Sales Force Performance |
| 05:00 PM | End of Day 3 |
| DAY 4 | |
| 11:00AM | Territory Planning and Compensation |
| 12:00 PM | When to have a sales meeting, Types of sales meetings, Setting the agenda, Controlling the time |
| 01:00 PM | Lunch Break |
| 02:00 PM | Sales Action Planning |
| 03:00PM | Short and long term sales goals, Measureable goals, The process of planning |
| 04:00 PM | “Strategy” of Technology |
| 05:00 PM | End of Day 4 |
| DAY 5 | |
| 11:00AM | Customer Relationship Manager (CRM) Increasing the salesperson’s ability to sell Discipline and the will to change, Decreasing order time |
| 12:00 PM | Wrap up and Tie it all Together |
| 01:00 PM | Lunch Break |
| 02:00PM | What we’ve learned? How do we apply all this? |
| 03:00PM- | Where do we go from here? |
| 04:00 PM | Doubt Clearing and QA Session |
| 05:00 PM | End of Day 5 |



Course Details-

School of Management have organized the Career Enhancement Course for their students on the topic Sales Techniques. In this student were taught about role of sales manager and different sales techniques used by sales manager.

Also, students were taught about various sales management tools and sales interaction tools..

Course Objectives –

- To learn more about the skills-based elements of selling techniques and the approaches used by successful sales organizations.
- To make participant understand the key skills needed to be effective in sales.
- To demonstrate the job descriptions of sellers, the sales process and various sales techniques.

Course Outcome-

- Students will understand the importance of sales management
- Students will learn how to use sales techniques
- Students will be able to apply sales management skills
- Students will be acquainted with knowledge of Sales culture and how to manage sales team.



Attendance Sheet

Course-Sales Techniques
Faculty- Prof. Dr. R. Gopal

| SR No | Name of the Student | 21.06.2021 | 22.06.2021 | 23.06.2021 | 24.06.2021 | 25.06.2021 |
|-------------------------|---------------------------------|------------|------------|------------|------------|------------|
| Sales Techniques | | | | | | |
| 1 | Patel Deep Bharat | Present | Present | Present | Present | Present |
| 2 | Desai Devanshu Yogesh | Present | Present | Present | Present | Present |
| 3 | Gondhali Rutik Nivrutti | Present | Present | Present | Present | Present |
| 4 | Patil Shivam Sadashiv | Present | Present | Present | Present | Present |
| 5 | Patil Aditya Sharad | Present | Present | Present | Present | Present |
| 6 | Patkar Jaydeep Ganesh | Present | Present | Present | Present | Present |
| 7 | Patil Hitesh Santosh | Present | Present | Present | Present | Present |
| 8 | Zagade Janhavi Milind | Present | Present | Present | Present | Present |
| 9 | Parte Shravani Pravin akshata | Present | Present | Present | Present | Present |
| 10 | Pandey Ramkrishna Ranjit | Present | Present | Present | Present | Present |
| 11 | Bharati Aditi Ajaykumar Sunita | Present | Present | Present | Present | Present |
| 12 | Shisodiya Yuvrajsingh Anilkumar | Present | Present | Present | Present | Present |
| 13 | Baviskar Jayesh Vijay | Present | Present | Present | Present | Present |
| 14 | Jadhav Ashish Sayaji | Present | Present | Present | Present | Present |
| 15 | Kale Yash Ramesh | Present | Present | Present | Present | Present |
| 16 | Mokal Pushkar Ganesh | Present | Present | Present | Present | Present |
| 17 | Pawar Mayur Govind | Present | Present | Present | Present | Present |
| 18 | Survase Shubham Sharad | Present | Present | Present | Present | Present |
| 19 | Kamatkar Aditya N | Present | Present | Present | Present | Present |
| 20 | Kasalkar Mandira Pandurang | Present | Present | Present | Present | Present |



| | | | | | | |
|----|-------------------------------|---------|---------|---------|---------|---------|
| 21 | Kambre Shardul Deepak | Present | Present | Present | Present | Present |
| 22 | Khan Saifullah Mahibullah | Present | Present | Present | Present | Present |
| 23 | Singh Niharika Shravan | Present | Present | Present | Present | Present |
| 24 | Singh Gaurav Prabhakar | Present | Present | Present | Present | Present |
| 25 | Khan Anwar Mehboob | Present | Present | Present | Present | Present |
| 26 | Rai Deepak Dhiraj | Present | Present | Present | Present | Present |
| 27 | Iyer Prasiddha Prakash | Present | Present | Present | Present | Present |
| 28 | Dixit Apoorva Dharmesh | Present | Present | Present | Present | Present |
| 29 | Shirsat Gauri Rajesh | Present | Present | Present | Present | Present |
| 30 | Gulati Shaurya Vikram | Present | Present | Present | Present | Present |
| 31 | Sahu Tanush Jitesh | Present | Present | Present | Present | Present |
| 32 | Mr.,Soham Mahesh Patil | Present | Present | Present | Present | Present |
| 33 | Bandre Trunal Dinanath | Present | Present | Present | Present | Present |
| 34 | Agrawal Krishna Rajendra | Present | Present | Present | Present | Present |
| 35 | Pandge Pavan Udhav | Present | Present | Present | Present | Present |
| 36 | Survey Qasira Jawid | Present | Present | Present | Present | Present |
| 37 | Singh Priyanka Suresh | Present | Present | Present | Present | Present |
| 38 | Pathak Anurag Sushil | Present | Present | Present | Present | Present |
| 39 | Vawhal Mayur Bhaskar | Present | Present | Present | Present | Present |
| 40 | Parab Atharva Satish | Present | Present | Present | Present | Present |
| 41 | Sakhare Himanshu Hemant | Present | Present | Present | Present | Present |
| 42 | Shashank Chaturvedi | Present | Present | Present | Present | Present |
| 43 | Mr.Prashik Kawadeu Kose | Present | Present | Present | Present | Present |
| 44 | Angad Mohan Geetika Dagaonkar | Present | Present | Present | Present | Present |
| 45 | Faishal salim rahimani | Present | Present | Present | Present | Present |



Student Feedback

Student's Feedback on "Sales Techniques"

[Sign in to Google](#) to save your progress.
[Learn more](#)

*Required

Student name *

Kale yash ramesh

Batch(Year)

2021

Was the course useful for you? *

Yes

No



- No
- Maybe

Was the topic covered by faculty relevant? *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Your overall experience *

- Excellent
- Good
- Fair
- Poor

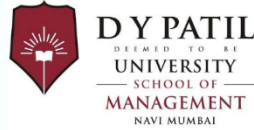




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Student Certificate



CERTIFICATE OF PARTICIPATION

This is to certify that
Mr. Kale Yash Ramesh
from D. Y. Patil University School of Management
participated in the Capability Enhancement Skill Programs on 'Sales
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conducted from 21st june to 25th june 2021

Dr.R Gopal
Director, DYPUSM

Dr.Vani Kamath
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CERTIFICATE OF PARTICIPATION

This is to certify that
Mr.Soham Mahesh Patil
from D. Y. Patil University School of Management
participated in the Capability Enhancement Skill Programs on 'Sales
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Director, DYPUSM

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CERTIFICATE OF PARTICIPATION

This is to certify that
Mr.Prashik Kawadu Kose
from D. Y. Patil University School of Management
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Dr.Mangesh Jadhav
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