

**Lets Build trust
rather than
selling**



Certificate Course in Selling Skill

Sales is not about selling , but about building trust and educating.



Edubrate Believes



- Using **EDU**cation to build a
- **BR**idge between student & the Industry
- elev**ATE** student to work towards their career goals

The World is opening its arms for Gen Z, Where Skills, Work & Knowledge need to be fluid and open to changes.

Edubrate understand these challenges and aims to create a solid platform on which the youth of today, could build his/her own success stories.

A group of people in a meeting around a table with laptops and documents. The scene is viewed through a circular frame with a brown background. The people are wearing light-colored shirts. There are several laptops open on the table, and some papers with charts are visible. The lighting is bright, suggesting a window in the background.

About Retail Industry

Retailing in India is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. The Indian retail market is estimated to be US\$ 450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population).

In any organization, the **Sales & marketing** departments plays a pivotal role in the success of the business. The unique and important role of **Sales** is to bridge the gap between the potential customer's needs and the products/services that the organization offers that can fulfil their

Challenges

Adopting Technology- The availability, feasibility and adoption of technology is the major challenge faced by the Indian Market.

Identifying Potential Customer - It is pretty difficult to understand the customer psyche

Multichannel Buying Experiences - With more alternatives of e-retail available, and shipping times significantly reduced, consumers are choosing options from e-retails brands

Growing customer demand – With an increasing awareness amongst the customers, their psychology is changing and have become more demanding.

Competition from Unorganized Retail

Dearth of Skilled Personnel – There are a small number of courses for retail industry.

Upholding your Customers – Lack of communication with customer makes them gradually lose interest from the brand.

Solutions

Success is never experienced without facing challenges and if used relevant methods one can again create new opportunities to build brand loyalty among their customers. **Sales** & Marketing being the oldest skills in the world are essential in every aspect of life. **Sales** & Marketing is a dynamic art that must be learned in skills training & real time experience to realize that it is nothing but way of communicating to prospective

Benefits of the Solutions

India as a country has lot of potential and holds a fabulous future in field of **Sales** and marketing. **Sales** and marketing can be rewarding careers for ones who are good at it. With **Sales** and marketing as a career there's no looking back especially because it has enough scope for getting ahead in terms of paycheck and climbing up the organization ladder. It can be further enhanced with a relevant degree and work experience.

Additionally, it's also important for one to decide on industry or company to work with wisely, to assure it not only suits their area of interest but also gives them a push to enjoy their work & grow

Why is that beneficial to YOU?

A business is successful only when it has a good **sales** team. Hence, this makes them **Salespeople** today should be viewed as entrepreneurs who are credible, creative, independent, and in tune with the risks and rewards of running a business.. **Sales** team forms the backbone of any company. Despite being one of the most important domains, when it comes to career choices. Not many students aspire to become **sales** Executive or **sales** manager despite it being a very lucrative career choice in terms of both, career growth as

Why

pick

a

career

in

SALES?

Consider

these

seven

reasons:

#1. High Income Potential

There are very few careers that offer the income potential that **Sales** careers offer, in fact, many have unlimited potential.

#2. Job Security

here is no other department or business function that has a greater impact on the development of the all-important cash flow than the **Sales** department.

#3. Flexibility

Many **Sales** positions have the benefit of a flexible schedule.

#4. Continuous Skill Development

The opportunities to continue to learn, grow, and develop your skills are abundant in **Sales**. **Sales** requires constant upskilling and sharpening of new and old skills alike.

#5. Career Stepping Stone

Let's be honest; a lot of people may not dream of a career in **Sales**, and that's okay. However, it is a great stepping stone for many other careers. In fact, a variety of business managers, trainers, executives, marketers, technical specialists, and college professors and found they came from backgrounds in **Sales** and are quick to acknowledge the skills acquired in their **Sales** roles.

#6. Mastering In-Demand Skills

In **Sales** you'll develop and master skills you can use to thrive in any area of your professional life; skills that are transferable and applicable to any role you may take on in the future. **Sales** is a soft skills kind of a job.

#7. Challenges and Rewards

People like to win and to feel as if their work makes a difference. Knowing that your efforts beat out your competition and helped your customer solve a business issue can be even more rewarding than the income earned.

Why A Selling Skills Program is Important Before You Join the JOB

Sales is a field of 'people' where you connect with the clients and convince them to buy your products or services. Therefore, your people skills and communication skills play a very important role in building a successful career in **Sales**. Apart from this, your ability to convince others and the general interest and awareness about the business environment also helps in doing your job better.

If you see **Sales Officer** as a great career option for you in the recent years – you have a chance to refine yourself. A **Sales** training program can help transform your passion and intent into a transformation.

Sales isn't just a career now. As an aspirant, you need to think more about the difference you are going to bring to this sector that caters to and impacts the lives of a huge population of the country.

Ready to start your sales career?

Why with us?

EDUBRATE is an institution that effectively bridges the gaps between individual talent and capabilities with the actual dynamic demands of the Retail industry. **Edubrate** of **Sales** training aims to create a primary resource centre for all retail manpower specialization. The curriculum structured by industry experts, include classroom lessons, case studies, management games, interactive sessions, seminars, role plays, exercise, workshops, project and group activities. Our programs in **Sales** are commercially relevant, ensuring that the students maximize their employment and growth prospects.

We have specific preparation tactics that will help an individual to develop professional and accepted patterns of behavior, communication and interpersonal aptitudes.

- **Very Low Cost, High Productive Resource** - Our training courses are brought to you at the most affordable price and led by passionate instructors who can inspire in you the determination to do your best.

- **Interactive Teaching – Learning Methodology** The teaching-learning process used for the programs is totally interactive.

- **Experienced Faculty** The faculty consists of experienced trainers with rich domain expertise, who make it an enriching learning experience for all our students.

- **Career oriented Course Content** A very important factor which has been kept in mind while designing all the course content is to make it relevant for the industry's needs. With these courses you will get a head-start in your career. Curriculum designed and updated as per Industry requirements

- **This certification** carries professional recognition in the Retail sector.

**above all, EDUBRATE has
proven to be one of India's
most trusted Sales training
institutions.**

About Selling Skills Program

Keeping the retail Industry in focus, **Sales** Training Program is designed to give students the perfect blend of **Sales** & Retail strategies for the knowledge required to drive the domestic & global economy.

The program curriculum covers a range of issues related to service operations, consumer behavior, **Sales** management, marketing management.

If **Sales** Managers are the lifeline of an organization, **Sales** are the heart & soul. With **Sales** & Retail program from **EDUBRATE**, you'll learn the skills necessary to play a critical role in managing and motivating a **Sales** force to coaching and leading by example. You'll learn how to connect with people and motivate them to succeed. The Retail Industry in its various job titles employs a large number of graduates – considering the fact that these billion dollars plus industry needs people and a host of other positions. Thus, keeping the Industry in focus, our **Sales** & Retail program is designed for students with a special interest in retailing, and provides a combination

Key Highlights

- **Course Duration:** 1 Months / 3 Days a week/ 2 Hrs. Per Day / Weekend batch.
- **Mode of Delivery:** Blended Mode & Classroom Mode
- **No of Hours:** 25/30 Hours (Overall)
- **Projects:** Industry Driven Projects & Case Studies
- **Level:** Basic to Advanced

Program Curriculum

- **What is Sales?**
- **Sales Cycle & Sales funnel**
- **Presentation / Approach**
- **Use of open ended and closed ended questions**
- **Handling & Overcoming Objections**
- **Closing Techniques**
- **Sales Closure**

- **The Fundamentals of Becoming a Better Salesperson**
- **Start By Understanding Your Customers**
- **Ditch Your Pitch**
- **Do Your Research Beforehand**
- **Learn From Your Mistakes**

- **What is marketing?**
- **Goals of Marketing**
- **Types of Marketing Objectives**
- **Marketing Vs Sales**
- **Understanding Marketing Mix**
- **4 Ps of marketing**
- **Creating Value Proposition**
- **Storytelling in Marketing**
- **Digital Marketing**

- **Goal Setting Skills**
- **Professional Communication Skills**
- **Personal Effectiveness**
- **Professional Etiquette**
- **Time & Stress Management**
- **Active Listening Skills**
- **Problem Solving & Decision-Making Skills**
- **Relationship Building**
- **Negotiation Skills**

Who Should Pursue?

Candidates from all fields comprising Engineering, Finance, Computers, Law, Marketing, Technology, Graduate, Post Graduates and so on.

- The candidate should have completed the Bachelor's Degree with minimum of 50% aggregate marks in any stream from a recognized College/University
- Under Graduate / Pursuing graduation or post graduates willing to start their career with a Sales
- Working professional seeking a career in Sales
- Below 35 years of age

Eligibility Criteria

Careers & Remuneration

Sales Training from **EDUBRATE** can open up a plethora of job opportunities in Retail & Wholesale **Sales** Marketing Management, Product Planning Market Research, Product Display, Promotion, and Distribution Small Business Management. Big names such as Big Bazaar, J.C. Penny, Tesco, Shopper's Stop, Reliance, Subhiksha, I.T.C, as well as MNCs such as Wal-Mart, are making their presence felt by creating a large number of job openings in Field **Sales** and Internal and Retail **Sales**.



Field Sales Roles

Sales representative, **Sales** executive, **Sales** consultant, **Sales** associate

Direct **Sales**person New business development manager, business development manager

Technical/medical/scientific **Sales** representative

Sales engineer, technical manager, Relationship manager, consultant, client relationship manager

Territory manager, territory account manager

Account manager, key account manager, strategic account manager, major account manager

Chief Sales officer (often referring to the chief executive of icer)



Internal and Retail Sales Roles

Telesales, internal **Sales**, call centre operator, customer service representative, live chat service provider, customer care consultant

Retail Salesperson, Service desk operator

Your Path to Success: A Career in Sales

A career in **Sales** is worth exploring if you're looking for a flexible work environment, high earning potential, a way to challenge yourself, and continuously develop your skills and grow your professional capabilities.

Sales has changed. The world of selling now requires a completely different mentality and skill set. The role of a **salesperson** isn't what it used to be. When you view the job as an opportunity to help and believe in the solution you're selling, you'll find it fulfilling and rewarding. Ultimately, leading to your personal and professional success.

Pay Packet?

In terms of salary, a person starting out as a fresher can expect around Rs 2 to 3 lakhs per annum which can grow exponentially as you gain experience and knowledge. An experienced **Sales** manager can make anywhere between Rs 15 to 17 lakhs per annum.

Sales professionals all know it can be a very demanding job, but highly successful Sales professionals appreciate the rewards, satisfaction and freedoms that a successful Sales career can bring.

Program Certification

- **A solid credential that makes you more marketable, leading to better job opportunities.**

- **Credibility and respect in the workplace**

- **Validation of achievement in an industry-valued skill**

- **Increased knowledge, leading to increased job satisfaction**

- **Viable career path, leading to higher level positions**





Cost Effective

True to our vision we intend to reach out to maximum candidates to bring out the best to our society. With nominal fees for all. we would like to welcome all with a smile and have a happy beginning to their career.



Our Empowering Faculty

The level of knowledge of the instructors is one of the important factors to consider before choosing the any course. In banking courses, instructors have accomplished industry leaders that are affiliated with reputed institutions.



Talk to us

We can help you with course & career questions.



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Explore More

Get in touch any time, there's always room for more talent. Reach out, connect and learn



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