



**Sandip Foundation's
Sandip Institute of Technology & Research Centre, Nashik
Department of Management Studies
Academic Year 2021-22**

Alumni Talk “How to excel in Sales marketing”

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Date: 28th February 2022

Conduction Duration: 1Hours

Venue: MBA Class Room

Alumni:

1. Mr. Arulkumar Nadar (Sales Manager, HDFC Bank, Nashik Region)

Coordinator: Prof Prabodhan Patil

Objective:

1. To guide students on how to excel in sales marketing

About The Program:

Department of Management Studies had organized an Alumni Talk session on ***How to excel in Sales marketing*** . To give deliver the speech on the said topic we had with us ***Mr Arulkumar Nadar an alumni of 2016-18 batch*** who is currently working as a ***Sales Manager at HDFC Bank*** and looking after the ***Nasik Region*** . He in his session while interacting with the students he talked about how to excel in sales marketing. Initially sales seems to be tough & challenge job but as we progress and gain experience it becomes easier and it bring out best version of oneself. To sum-up he shared the following tips with the students

- Ask questions and listen
- Showcase your full potential
- Assume the sale
- Stand out
- Tell your story visually
- Overcoming objections in sales

- Don't fear giving away too much upfront
- Understand what motivates your customers to buy
- Push for a decision
- Always over-deliver

When delivering great service to customers, don't think of it as a short-term transaction. Instead, make a long-term investment in your customers, and build up the opportunity for repeat business.

Customers new and old should get the same experience, no matter how big or small your business is. Consistency can be one of the most crucial elements of service for your customers. If you commit to serving your customers and prospects (beyond just selling to them) not only will you realize how to boost sales, obtain repeat business and happier customers; you will also achieve a less erratic sales processes.

Outcome:

- 1. Students got brief idea about how to approach and excel in sales job /profile***

Photographs:



