



## National Productivity Council

(Under DPIIT, Ministry of Commerce & Industry, GoI)



### Webinar Title: SALES & NEGOTIATION SKILLS

**Expert Speaker** : Dr. Shreya Govind (Behavioural, Sales & POSH Trainer)

**Webinar Date** : 29/09/2020 **Duration:** 15:30 hrs to 16:45 hrs

**Registration Fee** : Rs. 354/- (inclusive of GST)

**About Webinar:** - Sales are the activities involved in selling products or services in return of money or other compensation. Negotiation skills are vital for career success. Learn to achieve results, create agreements and build relationships that last through effective negotiation. Sales negotiation skills are required to build competitive edge whilst maintaining presence that allows you to build positive relationships and maximum value. Mastery of the sales negotiation process is a vital for effective selling and individual and team contribution that drives business growth. This webinar highlight the skills required by sales professionals to be more effective

#### **Webinar Coverage: -**

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| <ul style="list-style-type: none"><li>• What is Selling?</li><li>• Customer Decision Making process</li><li>• Transactional Selling VS Relationship Selling</li><li>• What is Negotiation</li></ul> | <ul style="list-style-type: none"><li>• BATNA VS WATNA</li><li>• Identify your WAP</li><li>• Identify your ZOPA</li><li>• Effective Negotiation Tips</li></ul> |
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**Speaker Profile:** - Dr. Shreya Govind is MBA in HR Mgt, PhD in Mgt from Kalinga University. Shreya is a Behavioural trainer, POSH Trainer, HR Consultant and has magnetic skills to influence people. She believes training enables positive transformation internally & externally. Her mantra is that the greatest training programmes build a safe and conducive learning environment that empowers participants to authentically discover new learning every time. Shreya is management professional and has 14+ years of experience in HR & L& D. She was always inclined towards working and shaping human resource. With her experience in HR and L&D, she knows what all are the pain areas for Corporate, and is able to analyse, design and develop training plan according the client's expectation.



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**E-Certificate will be provided to the participants**