



PCET'S

S.B.Patil Institute of Management

Training & Consultancy

At



TRIGON ENTERPRISES PVT.LTD.

30th Jan. 2021

As a part of SBPIM training consultancy a one day Training session was conducted by three of Marketing faculty members Dr. Kajal Maheshwari , Dr. Swapnali Kulkarni and Mr. Rishikesh Kumar at S.B.Patil Institute of Management, Akurdi, Pune – 411044. 19 employees took part in the training sessions. The session was complemented with activities and games related to the topics.

Dr. Swapnali Kulkarni engaged with the employees with **Icebreaking Session**, on the topic **Achieving Marketing Targets & The Lost art of Sales force Belongingness and Effective Techniques to Increase the Sales**, Dr.Kajal Maheshwari took training session on **How to Convince Customers & Sales Objections and Identify potential Customer and Know your customer** and Mr. Rishikesh Kumar took training session on **Effective Marketing Communication- Etiquette, Soft skills for Marketers**. Students of Marketing specialization had coordinated the Training programme Vaishnavi Khachane who handled all technical support, Subodh Sawale and Ashish Lole coordinated all management games and activities.



Training Module - Morning Session

Duration of Training: 8 hours

[4.30 hrs. (Morning) + 3.30 hrs. (Evening)]

Topic

- Identify potential Customer
- Know your customer
- Effective Marketing Communication-
- Etiquette, Soft skills for Marketers
- Achieving Marketing Targets
- The Lost art of Sales force
Belongingness

Trainees

Marketing and Service Department

Educational Background

B.E. + Graduates + Diploma

Type of Training

Interactive Session, Exercise, Activity,
Games, Case Study

**Preferred Medium of
Language**

Hindi /Marathi/English

Training Module – Post Lunch Session

**Duration of Training
is of 3:30 Hrs. Topic**

- Effective Techniques to increase the sales
 - How to Convince Customers
 - Uncover & Manage Sales Objections
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SESSION 1:

Identify potential Customer and Know your customer

by Dr. Kajal Maheshwari



This session was based on understanding the customer and deciding the marketing strategies based on the customer. It also included how to identify the potential customer and how to connect with them. This session enlightens the participants with clarifying basic concepts using effective example and case studies.



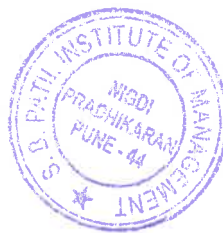
SESSION 2:

Effective Marketing Communication- Etiquette, Soft skills for Marketers

Mr. Rishikesh Kumar



This session was based on the marketers, how to groom themselves with etiquette, soft skills etc. basically it was based on effective marketing communication in all ways. It not only guided the participants about the verbal communication but also how to communicate using non verbal communication.



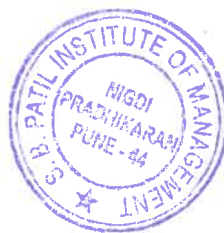
SESSION 3:

Achieving Marketing Targets & The Lost art of Sales force Belongingness

Dr. Swapnali Kulkarni



This session guided the participants about internal marketing and targeting appropriately. Also included topics on belongings and improving sales force management with appropriate examples and also ensure about the adequate training and motivation required for sales people.



SESSION 4:

Effective Techniques to Increase the Sales

Dr. Swapnali Kulkarni



This session enlightens the participants by giving exceptional techniques to increase the sale. This session also included how to maintain the database of existing customers and use that data in future , learning about competitors, customers relations, promotions, how to be unique in the market and building customer service approach all these techniques were followed with respective examples.



SESSION 5:

How to Convince Customers & Sales Objections

by Dr.Kajal Maheshwari



This session is based on how to convince these customers which was followed with an activity called decor the brand which guided participants how to sell the product and service to the customers using unique techniques. It also included handling the sales objections during customer interaction. Because of this the participants got aware about the importance of being proactive during convincing the customer.



All employees gave positive feedback about the sessions. Everyone enjoyed the training sessions and the activities as well.

Moreover, compiling the comments stated during training evaluation it can be inferred that the topic presentation and related discussion had adequately addressed the various issues and concerns relevant to developing and enhancing communication skills, team building, Sale and marketing.





Dr. Kirti Dharwadkar(Director SBPIM) Mr. Dheeraj birajdar(Director Teigon) , Mr. Abhishek kumarduring and Mr. Jitendra Kanade during Inaugural Session



Dr. Swapnali Kulkarni Taking Icebreaking Session with coordinators

Employees engaging in Icebreaking Session taken by Dr. Swapnali Kulkarni





*Training Sessions by Dr.
Kajal Maheshwari on
Identify potential
Customer and Know your
customer*

*Training Sessions by Mr.
Rishikesh Kumar on
Effective Marketing
Communication- Etiquette,
Soft skills for Marketers*



*Coordinator Vaishnavi Khachane explaining management
activity*



*Employees engaging in
Communication activity*



*Training Sessions by Dr.
Swapnali Kulkarni on
Achieving Marketing
Targets & The Lost art of
Sales force Belongingness*

*Employees
enjoying team
building
activity*





Training Sessions by Dr. Swapnali Kulkarni on Effective Techniques to Increase the Sales



Coordinator Subodh Sawale taking energizer activity



Training Sessions by Dr. Kajal Maheshwari on How to Convince Customers & Sales



*Employees enjoying group
brand building activity*



*Employees enjoying management and
team building activity*





Jitendra Kanade Director (Handling Aurangabad Team) giving feedback about training.




Full team of Trigon Enterprises and SBPIM





Director

S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.


Dr. Kajal Maheshwari