

PCET's
S. B. Patil Institute of Management



Accurate Powertech India Pvt Ltd
Dated : 15 December 2021

Trainers: Mr. Rishikesh Kumar, Dr. Swapnali Kulkarni, Dr. Kajal Maheshwari.

- **Trainees:** Marketing and Service Department
- **Educational background:** B.E. + Diploma
- **Training Module:** Identify Potential customers
Know your customer
Business Etiquettes
Communication Skills
Team Building
Time Management
Stress Management
Achieving Marketing Targets
The lost art of sales force belongingness

SBPIM marketing team has organized a one day Training session for Accurate Powertech India Pvt Ltd, Pune for the second time. Company is established in 1999 and they are authorized dealer of Kirloskar oil Engine Ltd. Journey goes on relentlessly to be all India No.1 dealer of KOEL. Organization believes on 100% customer satisfaction and has more than ten thousand satisfied customers across India. Data shows 70% plus business from repeated customers. Aforesaid Objectives Company wants to train their employees to deliver quality services to delight their customers. SBPIM marketing consultancy team has designed exhaustive module for marketing and service for their employees.

The Training Program started with Respected Director Dr. Kirti Dharwadkar SBPIM. She inspired the trainees and encourage them to actively be part of training and take as much knowledge and good things with them which will them as well as company to grow in future. She give best wishes ti trainees and Mr. Mahendra Yadav Founder Accurate Powertech India Pvt Ltd.



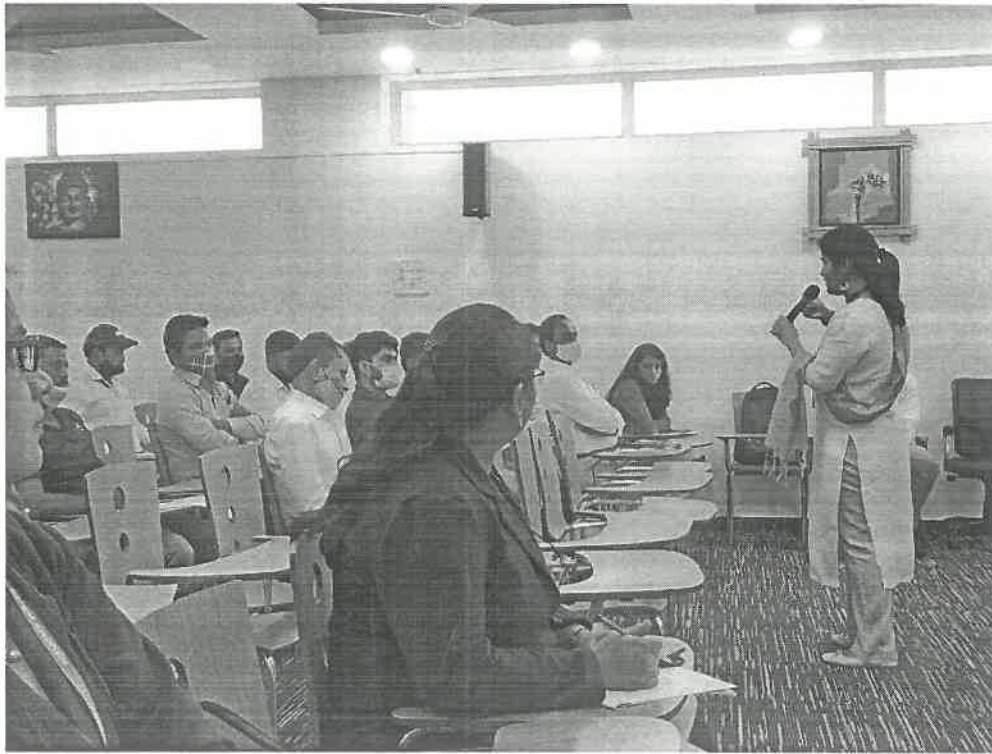
Mr. Mahendra Yadav came forward to encourage their employees and give gratitude to SBPIM for giving the second time training opportunity to company's employees and also said on continuing collaboration with S. B. Patil Institute of Management.

Training covered topics Identify Potential customer, Know your customer, Business Etiquettes, Communication Skills, Team Building, Time Management, Stress Management, Achieving Marketing Targets, The lost art of sales force belongingness. Trainees were invited at SBPIM campus at 9.00a.m. where they started with registration and networking tea were served.

Dr. Swapnali Kulkarni has started the session by welcoming all the participants in the training program and continued with the self-introduction by the technique used Ice breaking it made training better by encouraging everybody up and getting them into "training mode." Trainees sang the songs for their left side partners to introduce them to the audience in unique way. This activity let them know their partners sitting beside them and made them comfortable for further training.

Session 1: Dr. Kajal Maheshwari has opened up the session on Identify Potential Customer and Know your Customer. She mentioned that before launching product in market the company should know to whom we are serving, what is our target market and the most important thing after identifying our potential customer we should know our customer's needs and wants. Because if needs are satisfied then customer is delighted.





Session 2: Mr. Rishikesh Kumar took over the session on Business Etiquettes ,Time management, Team building, Stress Management and Communication Skills for marketers. He told the trainees about importance of self love and peace in life because unless an until we are not happy we cannot make others happy and cant contribute to the company facing problems, He also mentioned the importance of team building an particular problem clears out very quickly if company employees have same mission to work on that problem, so team work is very essential for company.Later he speak on time management, communication skills and business etiquettes which are now a days very essential for company.





Session Continued with the team building games ,like

1. Thread knot game
2. Paper glass pyramid game
3. Hullalup game





Afternoon session ended for lunch break.

Session 3: Dr. Swapnali Kulkarni trained the participants on the topic Achieving marketing targets and the lost art of sales force belongingness. She has explained the principles to increase the sales and also focused on the customers and shift to increasing sales performance rather than profit. Also told to increase relationship marketing in order to retain customers and achieve the marketing targets. Later she elaborate to trainees that if you fulfill your own goals automatically the organization goal will be fulfilled.





The Post Lunch Session ended for Ground activities.

1. Balloon long chain Chain game



2. Blindfold long chain game





Vote of Thanks :

With this we ended our one Day Training Program. Dr. Kajal Maheshwari proposed vote of thanks to all the trainees for being highly energetic during entire day program. She also thanked Mr. Mahendra Yadav, Chairman & MD Accurate Powertech India Pvt Ltd, Ms. Priyanka Patil Head HR to have faith in SBPIM Consultancy team and give us opportunity to



train the employees of Accurate Powertech India Pvt Ltd. Many trainees have come forward to share their experience with SBPIM Team.

Participants mentioned training module was well planned and went smoothly as well as efficiently. They also thanked by saying sessions were highly informative and blended with educative games that really helped to bond and bring our employees together.





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Director

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Dr. Kajal Mahesh
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