

# SALES WORKSHOPS

By Rahul Subbaraman

## SALES QUALIFIED LEADS

- Asking the **right questions** to make sure that the prospect is **really** interested.
- Determine the right **medium** to follow-up with leads.
- The importance of using **customer actions** over customer words to measure funnel status.
- **Moving on** quickly; the ability to drop unsuitable prospects sooner rather than later.

## BUYER PERSONAS

Pick **any one** applicable to you.

- Selling specifically to **High Net-worth Individuals** (HNIs).
- **Consensus Selling** in B2B - How to navigate the modern corporate buying landscape.
- **Pitching** to CXOs - Applying the **challenger sales technique** to make an impression.
- **Useful Tips** about selling to schools and colleges.
- Sales **Pointers** for **Freelancers**

## NEGOTIATING OBJECTIONS

Based on Sandler Sales Technique

- **Rule 1** - An **ounce** of prevention **is worth** a pound of cure.
- **Rule 2** - If you can't prevent it, **deal with it**.
- **Rule 3** - Read Rules one and two over and over.
- The Power of **Reframing**.

## NEGOTIATING GENERALLY

- The Surprising Power of **The Long Game**.  
(By Shane Parrish)
- The Psychology of **Givers**, Takers & Matchers.  
(By Adam Grant)
- Most **Common** Negotiating Mistakes.
- Impasses and Concessions.

## SOME MORE DETAILS

- All workshops are two hours in duration.
- They can be made a lot longer if you want.
- All workshops include optional 1-1 coaching.
- I'm open to exploring other sales topics.