



Tanishqa Quintessence Management Services

TQMS Global is
recognized member of
IFTDO and ISTD



TQMS GLOBAL'S CERTIFIED BUSINESS PROFESSIONAL (CBP)

Our Decade experience of training & coaching Sales professionals in varied verticals has helped us know challenges faced by organisation for desired business growth.

Business environmental challenges are creeping and we are forecasting about its outcomes. Additionally, organisations are facing added challenges of people and processes that allows them to manage their existing business.

Marketing companies have opted for schemes and promoting Discount Factories. Companies have also started managing cost that has direct relationship with Profit. However what's quintessential today is to look at how sales professional can upscale their capabilities. How practical alignments with industry can be devised in a training curriculum that allows Sales Professionals to be trained for:

- o Set realistic business objectives
- o Probing for the right needs
- o Enhance their ability to draw Unique Product/ Service Differentiators
- o Have the ability to empathise with the client need by building key relationship
- o Fulfilling commitment
- o Enhance Company Brand Image with self Image.

To keep pace with such growing challenges, TQMS Global aspires to create a team of Sales Professionals who believe in themselves. A team that focuses to enhance their capability and utilise it for organisation's benefits. A Sales Professional Team that does not view financial parameters for its success but also make a remarkable contribution towards customer segments. Develop ability to identify markets and respects Sales, Channels and Marketing best practices and processes of the company.

Did you know 85% of the Sales Professional fail in the above areas inspite of their professional qualification. The Reasons could be many, Business or Self Related. What is imperative is to EVALUATE ONE SELF and imbibe INTRAPRENURIAL TALENT. This allows YOU To enhance not only companies business but RAISE YOUR OWN SELF ESTEEM & CAPABILITY. At TQMS Global we believe that these areas need to be serviced for career enhancement. This has long term positive Impact towards your career development for LIFE.

The Course is designed with a high level of congruency between Knowledge, Comprehension & Application based Objectives. Individuals joining the course will realise that they learn new skills from the present role but also from future potential of taking charge of new roles in present or any prospective jobs.

The duration is part time but needs efforts beyond class room hours on Assignments and Business research to hone their Sales and Marketing talent.

The Program Duration is for 10 months with 240 hours of effort in Coaching, Research, Assignment, Reading, Business Presentation and 2 months of Dissertation. The interventions are planned for Three days a Week, between 7pm - 9pm.

Sales & Sales Management

- o Professional Sales Process
- o Sales Communication & Detailing
- o Sales Business Presentation
- o Benefit Selling Model
- o Sales Administration

Customer Management

- o Consumer Psychology
- o Consumer Behaviour
- o Managing Customer Situations
- o Customer Relationship Model
- o Customer Relationship Management

Channel Management

- o Channel Planning
- o Channel Recruitment and Selection
- o Channel Induction
- o Channel Development and its Administration
- o Channel Evaluation
- o Channel Control/ Audit

KEY COACHING TOPICS

Marketing

- o Product & Service Marketing Concepts & Applications
- o Pricing & Cost Management Aspects
- o Sales Promotion Management with special emphasis on merchandising and Channel Promotion tools
- o Advertising and its relevance in present marketing context
- o Organise retailing- a necessary aspect for Business Marketing.
- o Key Account Concepts for Organised Retailing

Business Management

- o Business Environment- and its impact on Your role v/s goals
- o Business Planning concepts
- o Business Control mechanisms

Dissertation- Dissertation on the Topic of the delegates choice.



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