Manufacturing Technology Training
An IMTMA initiative

DNA of a Star Sales Performer
Date : 16 September, 2025
Time : 0930 Hrs to 1300 Hrs (Online Mode)

INTRODUCTION

Most of the salespeople report that they do not get results despite the best efforts they put whereas the others do not put enough efforts in spite of the opportunities. However, the management evaluates the salespeople primarily from the results they deliver than the efforts they put.

Keeping this in view, IMTMA is organising a 3-hour Online interactive session which will show a practical roadmap towards becoming a Star Sales Performer.

FOCUS AREAS

- Management Expectations: Your Results are measured by Numbers, Value and Profitability
- Four Types of Sales People: Star, Work-Horse, Unutilized Talent & Dead-Wood
- Self-Evaluation to understand your Strengths and Weaknesses
- Balance of Old and New Clients to achieve Consistent performance
- Work Smart to identify your Profitable Customers
- Blueprint to Success: Hard work for Unutilized Talent & Smart Work for Work-Horse
- Results (R)= Motivation (M) x Activity Level (A) x Direction of Efforts (D) x Effectiveness (E)

FEE PER PARTICIPANT (PER LOGIN)

Rs. 3750/-
+18% GST
IMTMA Members/ Micro Companies/ Individuals/ Educational Institutions / Students/ IMTMA Non Members/ Others

USD 150/-
Overseas Participants

Group Concession : 10% for 3 to 5 and 30% for 6 and more delegates being nominated from the same company

PARTICIPANT PROFILE

The program is recommended for sales executives and managers selling: Automobiles, Capital Equipments, Chemicals, Construction Equipments, Electrical & Electronic Products, Engineering Products, Financial Services, Logistics, Medical Equipments, Project Sales, & Realty (Commercial & Residential). The program is NOT RELEVANT for FMCG, OTC and Pharma executives.

FACULTY

Rajan Parulekar, B.E. (Electrical), MBA

- Author, Contextual Selling®: A New Sales Paradigm for the 21st Century
- Completed Enhancing Sales Force Performance program at IIM-A in 2013
- Trained around 15,000 managers and sales executives from 1000+ companies since
- Conducted programs for culturally diverse groups in India, Malaysia, Singapore, Sri Lanka, GCC
- Winner: Best Sales Performance in Asia Award while working for Wiltron Inc USA 1990
- Winner of International Taped Speech Contest by Toastmasters Int'l 1997
- Worked with Larsen & Toubro, Wiltron and Toshniwal in Sales and Marketing

For Registration Contact

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REGISTRATION : Prior registration with an online advance payment is must. Number of participants is limited and will be accepted on 'First Come First Serve' basis. A Certificate of participation will be issued to participants.