

Seminar for marketing skills

Consistent success of your employees determines that of yours.

DESCRIPTION:-

Marketing is war, where your enemy is competition and customer is the crown to be won. This programme basically aims to make the employees in corporates, skilled and efficient enough. They are trained to have better communication skills, train them so that they are more convincing and are able to manage and delegate their subordinates better. The average participation in this programme is about 15-25.



Designed for:

Working people such as managers, leaders, marketing executives, CEO's and directors

Duration:

One day training (six and a half hours session with breaks)

Contents:

- * Marketing is an art, not a system
- * Don't give up even if the world puts you down
- * Stop worrying and start doing
- * The one who never met failure doesn't know about his strength
- * A competitive marketing executive makes other's successful product a history
- * Don't advertise if you can't keep your promise
- * Salesman who speak more and hear less are a burden for the management
- * Don't make haste, be patient
- * A frowning face keeps your customers away
- * Have a positive attitude towards life

Methodology :

- * Motivational Training (no lectures or monologue)
- * Role plays and exercises.
- * Sharing live examples. (Experiential Learning)
- * Inviting participants on stage to share their experiences.
- * Games related to the topic to make learning easy and fun.
- * Power point slides and video clips.
- * Question-Answers at the end of every session.
- * Relevant one-liners to make the room lively.
- * Home Assignments.

- **Before Workshop**
Participants can send their problems and questions, if any, two days in advance at info@anuragaggarwal.com

After Workshop :

- * Participants can take Mr. Aggarwal's personal email & mob. no. and can get their problem solved.
- * How to develop confidence
- * How to start a talk
- * How to close a talk
- * How to make the middle body of the talk
- * How to talk in terms of your listener's interests
- * Making the talk to convince
- * How to speak with contagious enthusiasm
- * How to make impromptu talks
- * How to organize longer talks
- * Voice modulation
- * How to introduce speakers
- * How to improve your diction
- * Platform presence and personality
- * Body language
- * Group discussions

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