



**EDURISER**

*Transformation Through Learning*



# MILLION DOLLAR SALE

Master the art of  
effective **Selling** to  
**High Net-Worth** Individuals

## Background of The MILLION DOLLAR SALE Program



# MILLION DOLLAR SALE

program is targeted at salespersons in metros, sub-metros and prosperous towns / rural centers who want to master the art of selling to **High Net-Worth Individuals (HNI)**. The Program offers salespersons the know-how and expertise to develop their Business acumen & Personal life strategies to do big ticket business. **MILLION DOLLAR SALE** program helps participants to master and execute selling skills seamlessly that lead to clinching a beneficial professional relationship with **High Net-Worth Prospects**.

## Deliverables:

**As a result of this program, participants:**

- Learn about HNIs - Psychographics and Demographics
- Learn to map concerns of HNIs and their decision making process
- Articulate value propositions with clarity and conviction.
- Develop rapport with High Net-Worth prospects by
  - Making the right impression
  - Asking the right questions, and
  - Using brochures/collateral materials the right way.
- Learn tools for building six strategies of a successful Salesperson
- Build trust, communicate value, and earn professional respect.

## Methodology

- Question based discussions
- Facilitator led discussions
- Case studies
- Videos
- Self assessment Tools and Techniques
- Practice sessions, Simulations
- Activity based learning
- Action planning sheet for the participants

## Target Audience

Sales / Marketing Managers and Sales Persons of BFSI companies, financial planners or advisors

## MILLION DOLLAR SALE Program on HNI Business Strategy

Duration	Program Title	Participants Profile
3 days	MILLION DOLLAR SALE	Managers / Sales Executives