MILLION DOLLAR SALE

Master the art of effective Selling to High Net-Worth Individuals
Background of the Million Dollar Sale Program

The 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

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<tr>
<th>Duration</th>
<th>Program Title</th>
<th>Participants Profile</th>
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<tr>
<td>3 days</td>
<td>Million Dollar Sale</td>
<td>Managers / Sales Executives</td>
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