



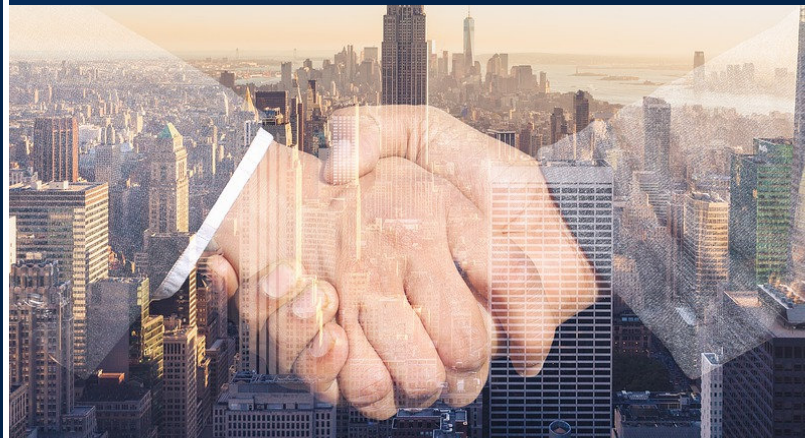
- SELLING VALUE
- CUSTOMER CENTRICITY
- RELATIONSHIP MANAGEMENT
- BEING A TRUSTED ADVISOR

- How do we understand the expectations of potential buyers?
- How do we meet expectations in a win-win manner?
- How do we justify the premiumness of our offerings?
- How do we articulate our value proposition?
- What should be process to build Value Selling Capabilities?
- What is Value Selling Storytelling?
- How do we build the culture for sustained Value Selling?

Intentions of the Initiative

Identifying and executing the drivers for Value selling proposition.

Consistently enriching sales interactions to deliver value to the existing clients and new prospects.



Dinkar has enabled to establish **Value Selling Culture** for several organisations. He has been involved in many international and domestic people enablement initiatives. Dinkar has been involved in various strategically crucial initiatives for the long term Sales Organisation development. He has coached more than 8000 people from 200 plus companies. Dinkar has personally handled many critical assessment centres for different layers of management from large and small businesses. He is also the founder of **Groval Euler's** and **Kabir Learning Foundation**.

Other details about Dinkar (Your Coach) :

23 plus years exposure in Sales Management 15 plus years in Sales performance Consulting.

M.Tech (Mineral Engineering ,Indian School of Mines- IIT Dhanbad), PGDBM, Leadership Capability Assessor, LIFO Coach, Belbin Coach, Celemi (Business Simulation) Certified Coach, ICF Certified Life Coach, Doctorate in Management studies | Member of Mindfulness Association (UK)