EX | ENACT IT.

CHASE TO CLOSE · ENACTRAX · JAIPUR · COURSE BROCHURE

# Corporate Sales Training & High-Impact Negotiations

Stop chasing deals. **Start closing them.**

1 Month | 90 Min/Day | Online & Offline | Hindi & English | Certification

**24 training days**
4 phases, 24 topics, 168 practical sub-skills

**8:00 to 9:30 AM**
Monday to Friday, before your workday begins

**Only 20 seats**
Live role plays and feedback on your own pipeline

**₹15,000**
Per participant · EMI available · Money-back guarantee*




Led by world-record holder **Saurabh Jain**, Founder & Chief Trainer

WHY THIS MATTERS NOW

# What waiting quietly costs you

Most salespeople are hired for product knowledge and sent into the field without real sales training. The cost does not show up as one big loss. It leaks out, deal by deal.

**01** **Every deal you lose to a cheaper rival**
is usually lost on value, not price. Untrained reps discount first and explain later, and the margin never comes back.

**02** **Every week you pitch instead of diagnose**
costs you the bigger deal. Neil Rackham's study of 35,000 sales calls found need-based questions, not harder pitching, win large deals.

**03** **Every buyer you treat as one person**
hides five more. Gartner reports a complex B2B purchase now involves six to ten decision-makers.

**04** **Every client you stop serving after the sale**
walks away quietly. Bain & Company found a 5% lift in retention can raise profits by 25% to 95%.

**05** **Every one-day seminar you rely on**
fades within days. Ebbinghaus's forgetting curve shows unpractised learning slips away fast, which is why this course runs daily for a month.

THE 24-DAY JOURNEY

# Four phases, one transformation

### Phase 1: Sales Mindset
From passive order-taking to proactive value creation. Days 1 to 6.

### Phase 2: Professional Presence
From vendor representative to trusted strategic advisor. Days 7 to 12.

### Phase 3: Buyer & Market Intelligence
From feature presenter to customer insight decoder. Days 13 to 18.

### Phase 4: Deal Execution & Performance
From follow-up chaser to strategic deal driver. Days 19 to 24.

DO THE MATHS

# The fee is smaller than one lost deal

**₹500**
a day for 30 days

**₹625**
per 90-minute class

**₹417**
per hour of live training

**1 deal**
lost or over-discounted usually costs more than all 24 days

THE METHOD

# A 5-step growth path, not a lecture series

Selling is a skill, and skills grow through deliberate practice with feedback, as Anders Ericsson's research on expert performance shows. Every day of this course follows that path.

**01**
**Discover**
Find your natural selling strengths. Gallup's research shows people who use their strengths daily are far more engaged.

**02**
**Rewire**
Swap fixed beliefs for a growth mindset, the approach Carol Dweck's research links to higher achievement.

**03**
**Practise**
Role plays, objection drills and negotiation simulations on real scenarios, every single day.

**04**
**Get feedback**
Live, specific feedback on each attempt, so you know exactly what to repeat and what to change.

**05**
**Execute**
Apply it to your own pipeline. A 1% daily gain compounds to roughly 37 times better in a year.

HOW EVERY 90-MINUTE CLASS RUNS

# Five beats, every morning

| Warm-up | Practise | Debrief | Commit | Celebrate |
|---|---|---|---|---|
| Sales ice breaker and energiser in the first five minutes. | Pairs and trios pitch, handle objections and negotiate. | Every role play reviewed live, with the principle explained. | Write your next action for your own prospects. | Recognition for progress, so you leave charged. |

WHAT YOU TAKE HOME

# Tools you keep using after day 24

- Sales self-assessment
- Live deal simulations
- Objection-handling playbook
- High-stakes negotiation drills
- Follow-up & CRM cadences
- Personal execution blueprint
- Daily workbook & logbook
- Certificate in Corporate Sales & High-Impact Negotiation
- Post-course support

WHO IT IS FOR

# Built for anyone whose income depends on a "yes"

### Sales professionals
Missing targets despite working harder? Learn the skills that turn effort into closures.

### Sales managers & team leads
Stop being the team's best closer. Build a team that closes without you on every call.

### Business owners & founders
You are the chief salesperson. Win better clients at better margins, without discounting.

### HR & L&D heads
One structured programme for your sales team, with practice, feedback and measurable change.

### Students & job seekers
Every interview is a sales conversation. Sell yourself with confidence and land the role.

### Bilingual by design
Taught in Hindi and English, so every participant practises in the language they think in.

PHASE 1 · DAYS 1 TO 6

# Sales Mindset

From passive order-taking to proactive value creation.

01

## DAY 01 — Develop Growth Mindset

- Power of the human brain & untapped potential
- Learning from every lost deal
- Upskilling as industry trends and customer demands shift
- Studying top closers within your organization
- Breaking "market is slow" thinking
- Turning failure into constructive feedback
- Effort vs. excuse: tracking actions within your control

**Outcome:** Stops waiting for external market improvements and focuses on internal capability growth.

## DAY 02 — Develop Ownership Mindset

- Shifting from "someone should" to "I will"
- Eliminating blame: product, marketing, pricing, or competition
- Personal accountability for daily core metrics
- Honoring every commitment made to a client
- Owning your prospect lifecycle from first touchpoint to final onboarding
- Owning the customer's problem, not just the sales target
- Acting like a business partner rather than an employee

**Outcome:** Leads and opportunities stop falling through organizational cracks.

## DAY 03 — Develop a Positive Attitude

- Managing emotional reactions: choosing response over emotion
- Using clear, constructive, and positive language with prospects
- Daily gratitude and acknowledgment of micro-wins
- Maintaining energy and momentum through extended sales cycles
- Protecting focus and morale from negative environment dynamics
- Maintaining realistic optimism that builds trust without overpromising

**Outcome:** Prospects perceive high confidence and conviction before the proposal is introduced.

## DAY 04 — Stay Self-Motivated

- Defining your core personal and professional motivators
- Establishing self-reward milestones for daily execution
- Rapid bounce-back techniques after lost proposals
- Maintaining high activity levels without direct oversight
- Deconstructing monthly revenue goals into daily action metrics
- High-performer morning routines and readiness habits
- Extracting actionable insights from successful deals

**Outcome:** Maintains steady operational consistency throughout the entire cycle, not just at deadline end.

## DAY 05 — Handle Selling Challenges & High Pressure

- Deconstructing top common selling challenges across the customer journey
- Building systematic resilience against rejection
- Aligning internal stakeholder and customer expectations simultaneously
- Establishing personal routines for stress management and clarity
- Managing target pressure with composure and strategic focus
- Navigating operational delays, price adjustments, or delivery friction
- Reframing high-pressure scenarios into strategic growth opportunities

**Outcome:** Converts end-of-quarter pressure into actionable execution rather than panic.

## DAY 06 — Develop Unshakeable Confidence

- Building core self-belief and authoritative presence
- Engaging enterprise, executive, and high-value buyers comfortably
- Navigating vendor comparison dynamics ("We are looking at other options")
- Pre-meeting preparation rituals to ensure maximum impact
- Deepening product and domain expertise to drive credibility
- Asking for the close directly and decisively
- Overcoming the fear of prospect friction or final rejection

**Outcome:** Confidently asks for commitment instead of waiting passively for the buyer to initiate.

PHASE 2 · DAYS 7 TO 12

# Professional Presence

From vendor representative to trusted strategic advisor.

02

## DAY 07 — Master Body Language & Executive Presence

- Posture, alignment, and command of space
- Professional greetings and initial rapport dynamics (in-person and virtual)
- Decoding subtle non-verbal cues and buyer body language
- Energy management across high-volume meeting schedules
- Eye contact principles that establish trust and authority
- Purposeful gesturing during complex presentations
- Dynamic mirroring and pacing techniques

**Outcome:** Establishes credibility and trust before the core pitch begins.

## DAY 08 — Master Professional Communication

- High-impact, clear verbal communication structures
- Vocal control: tone, pace, articulation, and tactical pauses
- Narrative structure: using business storytelling to demonstrate value
- Structuring persuasive written communication across email and messaging channels
- Active listening and deep discovery techniques
- Presenting commercial terms, ROI models, and pricing clearly
- Tailoring communication styles to difficult or direct personalities

**Outcome:** Shifts conversations from product feature dumps to deep discovery and strategic alignment.

## DAY 09 — Build an Engaging Professional Identity

- Generating warmth and authority simultaneously
- Building genuine personal rapport while maintaining professional boundaries
- Developing a personal brand as an industry thought leader
- Creating lasting differentiation across multi-vendor evaluations
- Professional dress, presentation standards, and virtual meeting hygiene
- Building likeability through empathy and authenticity

**Outcome:** Buyers remember the consultative advisor, ensuring your proposal stands out.

## DAY 10 — Master Professional Etiquette

- Corporate meeting, discovery call, and site visit protocols
- Communication etiquette across email, messaging apps, and phone calls
- Punctuality, agenda setting, and commitment discipline
- Post-sale follow-up courtesy and ongoing relationship maintenance
- Engaging multiple stakeholders, executive sponsors, and evaluators
- Dining, executive meeting, and client-entertainment etiquette
- Cultural adaptability across regional and global client profiles

**Outcome:** Every customer interaction feels professional, respectful, and premium.

## DAY 11 — Develop Emotional Intelligence

- Self-awareness and real-time emotional tracking
- Empathy: understanding the buyer's professional pressure and risk
- Managing aggressive tactics, intense negotiation, or conflict
- Identifying and neutralizing manipulative sales tactics
- Maintaining composure during challenging interactions or pushback
- Reading team and stakeholder dynamics during group presentations
- Constructive resolution strategies for project or sales friction

**Outcome:** Maintains tactical calm during high-stakes objections, protecting deals from emotional missteps.

## DAY 12 — Master Team Alignment & Collaboration

- Moving from lead hoarding to collaborative pipeline growth
- Partnering effectively during complex multi-stakeholder presentations
- Healthy internal competition vs. collaborative victory
- Recognizing and celebrating group revenue contributions
- Aligning Sales, Marketing, Solution Engineering, and Customer Success teams
- Building cross-functional trust across departments
- Sharing winning objection-handling scripts and market feedback

**Outcome:** Internal organizational alignment accelerates deal velocity and prevents internal friction.

PHASE 3 · DAYS 13 TO 18

# Buyer & Market Intelligence

From feature presenter to customer insight decoder.

03

## DAY 13 — Understand Customer Psychology

- 5 primary buying drivers: risk reduction, gain, efficiency, status, growth
- Mapping internal decision-making units (economic buyer, champion, blocker)
- Identifying key buyer behavioral personas
- Detecting true verbal and non-verbal buying signals
- Decoupling organizational priorities from individual stakeholder goals
- Decoding how executive minds make financial decisions
- Uncovering hidden organizational fears: implementation failure, ROI lag, brand risk

**Outcome:** Aligns solutions to fundamental buyer motives rather than superficial features.

## DAY 14 — Apply Applied Behavioral Science in Sales

- Psychological triggers driving commercial decisions
- Value framing: anchoring price against ROI and impact
- Leveraging social proof, case studies, and reference stories ethically
- Sensory and experiential presentation techniques
- Diagnosing and solving buyer hesitation and decision paralysis
- Strategic urgency: communicating the cost of inaction (loss aversion)

**Outcome:** Value messaging resonates deeply with both emotional and analytical decision-makers.

## DAY 15 — Powerful Need Analysis & Discovery

- Structuring discovery frameworks and qualification ladders
- Distinguishing genuine opportunities from price-shoppers
- Shifting from transactional pitch-led sales to consultative diagnosis
- Uncovering explicit budget, authority structures, and purchase timelines
- Asking strategic questions to reveal unstated operational problems
- Mapping identified pains directly to your solution capabilities

**Outcome:** Prevents time spent on non-qualified prospects and ensures precise solution alignment.

## DAY 16 — Develop Market & Competitive Intelligence

- Competitive matrix mapping and strategic positioning
- Understanding financial metrics and business ROI frameworks
- Formulating compelling responses to “Why choose you now?”
- Tracking industry trends, macro-economic factors, and regulatory shifts
- Clear positioning against market alternatives and status quo
- Establishing authority as a trusted industry practitioner

**Outcome:** Wins head-to-head competitive battles without resorting to price discounting.

## DAY 17 — Generate & Expand Pipeline

- Pipeline engineering: balancing outbound, inbound, and expansion channels
- Reviving dormant pipeline opportunities and cold accounts
- Leveraging strategic partnerships, integrations, and ecosystems
- Systematic referral generation from existing satisfied accounts
- Personal branding and social selling strategies
- Maximizing industry events, trade shows, and networking spaces

**Outcome:** Builds individual pipeline ownership, eliminating sole dependency on marketing lead flows.

## DAY 18 — Build Strategic Networks & Account Relationships

- Cultivating key industry multipliers, advisors, and executive networks
- Seamless account transition from contract signature to implementation
- Effective resolution of post-sale issues and implementation challenges
- Prioritizing long-term relationship value over one-off transactions
- Converting clients into brand advocates and reference accounts
- Establishing milestone touchpoints throughout the customer lifecycle

**Outcome:** Drives account expansion, high retention, and consistent referral business.

PHASE 4 · DAYS 19 TO 24

# Deal Execution & Performance

04

From follow-up chaser to strategic deal driver.

## DAY 19 — Master Prospecting & Follow-Up Mechanics

- Speed to lead: optimal response protocols for incoming prospects
- Building confidence and clarity in cold or warm outbound reach
- Multi-channel follow-up cadences (Email, Video, Messaging, Phone)
- Structuring discovery call frameworks and initial qualification calls
- Securing definitive next steps and calendar commitments
- The multi-touch follow-up framework and systematic CRM discipline

**Outcome:** Stops leads from stalling or dropping off in early sales funnel stages.

## DAY 20 — Master Presentation & Solution Demonstrations

- Narrative-driven solution demos and custom sales presentations
- Clearly articulating your Unique Value Proposition (UVP)
- Creating impactful demonstration moments that highlight core differentiators
- Closing presentation interactions with clear call-to-action commitments
- Communicating company track record, stability, and proof points
- Structuring the presentation agenda for maximum buyer engagement
- The Rule of Three: simplifying solutions without overwhelming the buyer

**Outcome:** Delivers compelling presentation experiences that leave clear value differentiation.

## DAY 21 — Master Solution Selling & Negotiation

- Value-based selling frameworks: selling ROI over features
- Ethical persuasion tactics to build momentum
- Defending margins: overcoming price pushback without granting discounts
- Achieving mutual win-win commercial agreements
- Solving complex customer challenges through solution packaging
- Handling objections: budget constraints, timing, authority, and necessity
- Advanced negotiation strategy: anchoring, concessions, and trade-offs

**Outcome:** Maintains contract profitability and prevents margin erosion during final negotiations.

## DAY 22 — Convert Pipeline into Closed Deals

- Identifying clear buying indicators and closing signals
- Securing incremental micro-commitments leading to the final contract
- Securing buy-in across multi-stakeholder approval committees
- Managing post-signature steps to prevent buyer's remorse or cancellation
- Effective closing frameworks focused on decision-enabling
- Eliminating buyer stall tactics (“Send a proposal, we'll think about it”)
- End-to-end deal execution simulation: initial call to signed agreement

**Outcome:** Transforms pipeline opportunities into signed, predictable business agreements.

## DAY 23 — Develop Sales Leadership & Strategic Influence

- Personal leadership: self-governance before leading deals or teams
- Peer mentoring and supporting new sales hires
- Decisive decision-making under uncertainty
- Developing core capabilities to progress into sales management roles
- Commanding sales interactions as a domain expert
- Taking complete personal accountability for team sales targets
- Influencing internal and external decision-makers without direct authority

**Outcome:** High performers elevate internal standards and step into leadership responsibilities.

## DAY 24 — Master Sales Productivity, Focus & Goal Execution

- Applying the “One Thing” strategic focus framework
- Time-blocking strategies for outreach, meetings, and pipeline review
- Establishing clear weekly execution targets and daily action routines
- Crafting a personalized execution blueprint for continuous performance
- High-value revenue-generating tasks vs. administrative busywork
- Overcoming sales procrastination and non-productive habits
- Translating high-level revenue targets into daily operational habits

**Outcome:** Replaces disorganized busywork with focused daily revenue-generating activities.

YOUR TRAINER

# Saurabh Jain, Founder & Chief Trainer



Corporate trainer, business coach and motivational speaker who has trained teams across banking, pharma, manufacturing, FMCG, education and government. He teaches selling the way it happens in the field: through practice, pressure and honest feedback.

| | | |
|---|---|---|
| **10** World Records | **200+** Awards | **23+** Years |
| **30 hr** Non-stop speech | **41** Domains | **4,250+** 5-star reviews |

Learn more at jainsaurabh.com

FEE & ASSURANCE

# One investment, measured against one lost deal

**₹15,000** per participant

- ✓ 1 month · 24 training days · 36 hours
- ✓ Mon to Fri, 8:00 to 9:30 AM
- ✓ Online, offline or both
- ✓ Hindi & English · batch of 20
- ✓ Certificate included · EMI available

## Money-back guarantee*

Maintain at least 95% attendance, complete at least 95% of assignments and act on the feedback given. If you still feel no growth, you get a 100% refund.

## Training a team?

We run this programme for corporate sales teams too, onsite or online. Ask for a team proposal.

*Applicable on selected courses; please confirm during counselling.

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