



*The Religion of Sales!*

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RK CREATIONNS 9822566883

**More**  
Sales **Calls** =  
**More**  
**Sales**™

**NATURE & SCOPE OF WORK**



*The Religion of Sales!*

## Sanjay Singh

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# About Us



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**Strategic Concepts (India) Pvt Ltd.**, founded by Mr. Sanjay Singh and Mrs. Reena Singh in 1998, is an enterprise which gives 360 degrees solutions on Sales and Customer Service function of Management.

We will guide you “**What not to do in Sales Management?**” with an explanation of “**Why not to do?**” so that you always know “**What to do in Sales Management?**”

●X-Sell™ ●Sales-ki-Pathshala™ ●Sales-ki-Jaat™ ●Sales-ki-Vidhi™ ●Sales-ki-Neeti™ and ●Sales-katha™ are our flagship programs which are proprietary. We have also registered processes like (More Sales Calls = More Sales)™ ●More Customer Per Customer™ ●More References Per Customer™

We catalyze growth in Corporates like **Ultratech, Airtel, LG Electronics, ICICI Bank, Amway, Tata Teleservices, Godrej & Boyce, WinMagic Toys** and many more through our Learning & Development interventions.

Partial list of our satisfied clients in Small and Medium Enterprises (SME) and MSME's.

- **Nagpur** : Bajaj Superpack, Stewols, Shree Shivam, Lemken, Harrier, Astral, Maximess, Karan Kothari Jewelers, Nagpur Steel, VN Roofing, Xingg Food, Anacon Labs, Topsy Turvy Play zone, Malhar Chemicals, Saboo Plastics, Vaibhav Plasto, Akash Furnitures, Panino Foods, Ajmera Tyres, Prashant Bamboo, K&D Investments, Rupee Rabbit Investments, SB Jain Group of Institutions and many more
- **Raipur** : Shree Shivam, Hindustan Impex, Real Ispat, SBT Textiles, Godavari Steel, Jaika Motors, Ganapati Steel, Blue Line TMT, Fashion Saree, Rathi Buildmart, Kitchen Grande, Tikariha Real Estate and Rathi Investments.
- **Bhopal** : Sagar Group of Institutions, The SAGE Group, Agarwal Construction.
- **Amravati** : Amrod Sofa, Karwa Furniture, Plastisurge.





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# More Sales Calls = More Sales™

**More (Sales) Calls = More Sales™**

- \* More Customer Per Customer™
- \* More References Per Customer™
- \* More Sales per Customer
- \* More Market / Segments = More Customer



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# Process should Drive Sales



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## Process should drive Sales

- \* X-SELL™ - The Sales Process
- \* The Sales Script
- \* The Sales Funnel
- \* The Sales Negotiation
- \* The Sales Demand Forecasting



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# Customers Relationship Management



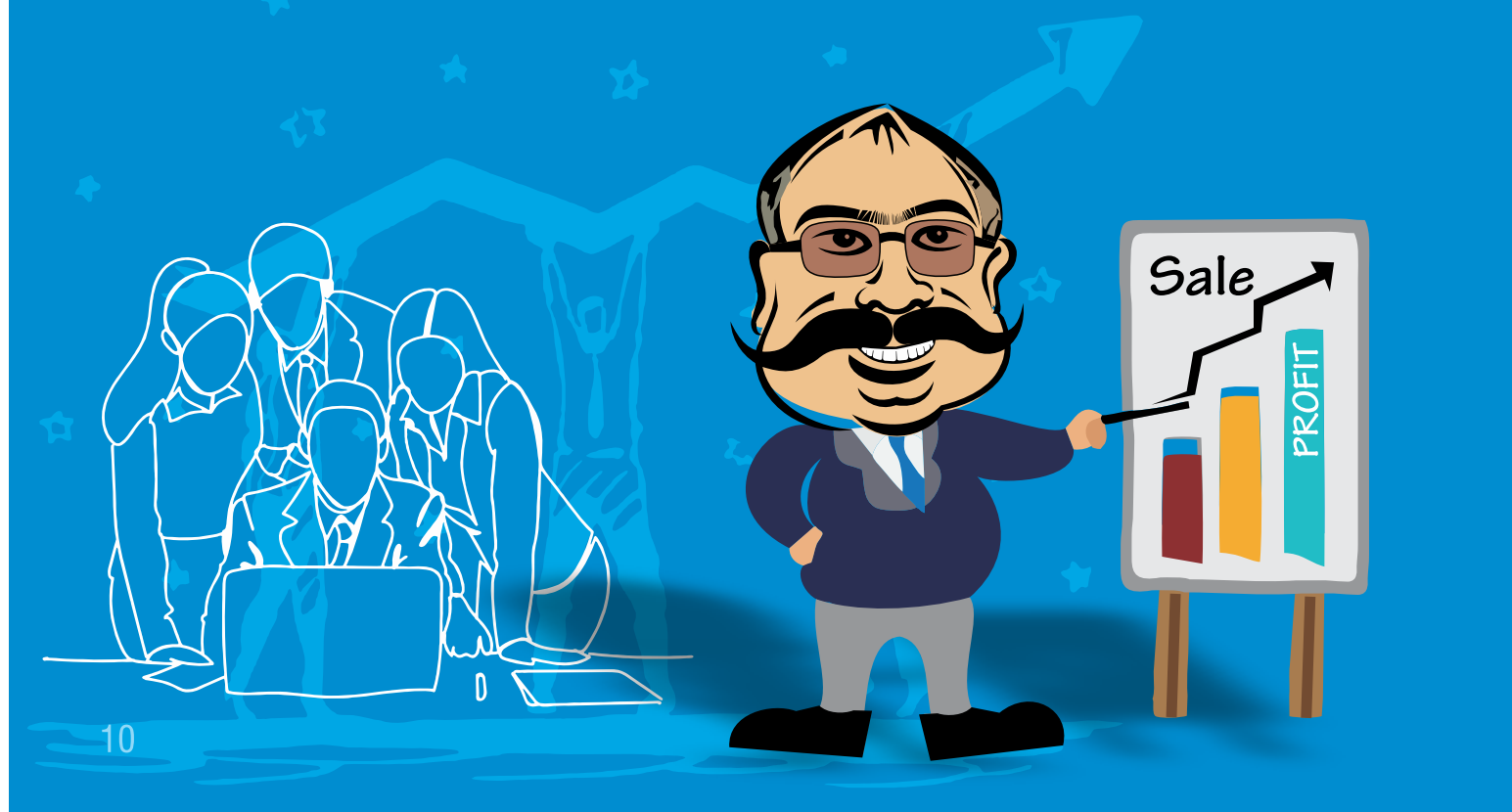
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## Customer Relationship Management

- \* Sales Ki Vidhi™
- \* CRM Metrics
- \* CRM Strategy
- \* CRM Campaign
- \* CRM Automation
- \* CRM enabled growth



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# Strategic Sales Planning



- Strategic Sales Planning**
- \* Sales Ki Neeti™
  - \* Competition Study
  - \* Strategic inputs
  - \* Go To Market Plans
  - \* Change Management
  - \* Strategy and Implementation





# Create Winning sales Teams



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## Create Winning Sales Teams

- \* Sales Organogram
- \* Sales KRA and KPI
- \* Sales Training
- \* Sales Coaching
- \* Sales MIS

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# Business Intelligence & Data Analytics

## Business Intelligence & Data Analytics

- \* Regression analysis of past performance
- \* Demand forecasting
- \* Strategic inputs for Sales planning
- \* 22 Vital Questions
- \* Data Analytics on various pivots
- \* Multi Dimension relational pivot tables
- \* Scenario Analysis



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More Sales Calls =  
More Sales

Strategic Sales Planning

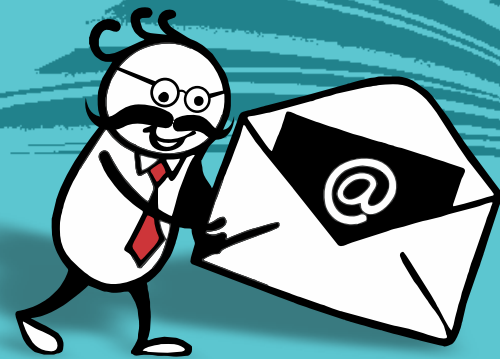
Business Intelligence & Data Analytics

Customers Relationship Management

Create Winning sales Teams

Create sales Teams

Process should Drive Sales



# Testimonial



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- All participants appreciated the practical and live inputs given by you in our MDP programs.  
*Prof. Ramendra Singh, Associate Professor (Marketing), Indian Institute of Management, Kolkatta.*
- We found the pedagogy of theatre with its unique, experiential learning model very effective in your Sales Training Program for our team.  
*Ish Mohan Garg, MD., Calderys Refractories India Ltd.*
- Your valuable inputs were found very useful and the strategic benefits shared with all our teams is commendable.  
*Gunjan Bhattacharya, Head, HRD & Culture, LG Electronics India Pvt. Ltd.*
- The team appreciates the template driven scientific approach to sales discussed by you.  
*Vijay Rawal, Director, Lemken India Agro Equipments Pvt. Ltd.*
- We have seen positive contribution towards business development in our Real Estate business.  
*Sanjeev Agarwal, Chairman, SAGE Group, Bhopal*
- The workshop on "The Science of Sales" conducted for our channel partners were very effective.  
*Chittaranjan Kumar, AGM- Marketing, Ultratech Cement Limited*
- The concepts of Customer Centricity, BATNA, Customers Objection and Need Analysis mind set of the sales professionals was well taken by our team.  
*Alexander Ramat, MD., Groupe Cahors – Transfix India Pvt. Ltd.*
- The closing skills taken by you will help us in improving our sales.  
*Abdul Malik, Regional Business Head, Karnataka Region, Godrej & Boyce Mfg. Co. Ltd. (Appliances Division)*
- The training methodology coupled with presentation and communication skills was rated high for all your training programs.  
*Indradeb Das, Circle Head- HR, Tata Teleservices Limited*
- The emphasis laid by you on the minimum number of sales calls to be made per day is of paramount importance to any sales team.  
*Mukund Mohta, MD., Kapilansh Dhatu Udyog Pvt. Ltd.*
- Our Executive Management team, found your session on "Time Management" very good and effective  
*A K Barik, President, Gimatex Industries Pvt. Ltd.*
- We strongly recommend your services on Business Growth Consulting to all those who see the function of Sales Management as a challenge in their respective business.  
*Shiraz Doongaji, MD., Stewols India (P) Ltd.*



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For us Customer Satisfaction starts at 100%



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