

COMPLETE PROGRAM CURRICULUM

Selling Excellently™

for Individuals

10

Live Sessions

20 hrs

Total Training

9,000+

Professionals Trained

WHO IS THIS FOR?

YOU ARE

Sales Executive	BDR / BDE	Key Account Manager	Inside Sales Professional
Sales Manager / Leader	Entrepreneur / Business Owner	Sales Team Leader	

YOU WORK IN

Manufacturing	SaaS & Technology	IT Services	Real Estate
BFSI / Banking	Pharma	EdTech	Channel Sales

By Pitch Perfect India · Excellence in Selling

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THE PROGRAM

One Complete Sales System.

Selling Excellently™ for Individuals is a single, unified 10-module sales training program — no levels, no tiers, no prerequisites. You get the complete methodology from day one: from how to open conversations and investigate needs, through to presenting price with confidence, handling any objection, and closing complex multi-stakeholder deals.

The same proven skills, frameworks, and techniques used by 9,000+ corporate sales professionals across 100+ companies — now available for individual salespeople.

WHAT YOU WILL GAIN

Skills You Apply From Session One.

✓ Build a strong understanding of the complete sales cycle	✓ Present price with clarity, conviction, and zero hesitation
✓ Craft a compelling value proposition and elevator pitch	✓ Adapt your communication style using the DISC framework
✓ Open sales conversations with confidence	✓ Navigate complex Decision-Making Units (DMUs)
✓ Ask the right questions to uncover customer needs	✓ Use body language to build rapport and detect unspoken signals
✓ Handle objections and resistance without losing deals	✓ Negotiate effectively while protecting margins and relationships
✓ Apply Cialdini's persuasion principles to present powerfully	✓ Master 12 closing techniques for any sales scenario
✓ Recognise buying signals and close with confidence	✓ Elevate from a good salesperson to a trusted sales professional
✓ Create a structured, repeatable sales approach	✓ Align your selling style with each customer's buying style

THE CURRICULUM

10 Live Sessions · 20 Hours · One Methodology.

01

MOD

Sales & Buying Process

The sales and buying processes are deeply interconnected. Aligning them is fundamental — understanding the customer's journey enables you to tailor your approach at every stage.

Key Highlights:

- › Understand the stages of the buying process and how they map to the sales process
- › Learn why alignment between both processes is critical for consistent results
- › Identify where deals stall — and how to move them forward

02

MOD

Acquisition — Value Prop & Opening

Acquiring new customers requires a strategic approach. This module helps you differentiate yourself, articulate your value clearly, and start every sales conversation with confidence.

Key Highlights:

- › Master the art of crafting a compelling value proposition
- › Create an impactful 30-second elevator pitch
- › Open sales conversations professionally — get more meetings

03

MOD

Investigation Part 1 — DMU & Buying Motives

Understanding who influences a deal and what drives their decisions is the difference between pitching too early and building a real business case.

Key Highlights:

- › Identify and map the Decision-Making Unit (DMU) — who influences and who decides
- › Uncover buying motives, communication styles, and conversational roles
- › Use the value triangle to help customers prioritise their needs

04

MOD

Investigation Part 2 — Questions & Business Case

Advanced questioning separates consultative sellers from order-takers. This module equips you to guide conversations, build ROI-based business cases, and stop discounting.

Key Highlights:

- › Master advanced questioning techniques to guide and control sales discussions
- › Structure conversations strategically — know which question to ask at each stage
- › Build a compelling business case based on data, not discounts
- › Apply the BEYONCE listening model to hear what's really being said

05

MOD

Convincing — The RIGHT Framework

Once you've understood customer needs, presenting your solution with impact is essential. A structured approach to persuasion moves deals forward without pressure.

Key Highlights:

- › Understand and apply the six persuasion principles of Prof. Robert Cialdini
- › Use the RIGHT technique to convert product features into customer-focused benefits
- › Structure your presentations to build conviction, not just awareness

06

MOD

Price Presentation

Confidence in presenting price is entirely learnable. This module gives you the frameworks to anchor value before price, and present investment without hesitation.

Key Highlights:

- › Learn when and how to introduce price in sales conversations
- › Master price presentation techniques and know when to apply each
- › Earn 15–25% more per deal by positioning value before cost

07

MOD

Handling Resistance

Resistance is a natural part of every sales process. This module equips you with proven tools to handle objections, pretexts, and resistance professionally.

Key Highlights:

- › Identify and understand 7 types of resistance — and when each occurs
- › Recognise common mistakes when responding to objections
- › Apply 10 proven techniques to effectively manage objections and challenges

08

MOD

Closing Techniques

Closing is a pivotal moment in any sales conversation. This module gives you the signals to recognise when a buyer is ready and the techniques to close confidently.

Key Highlights:

- › Identify the ideal timing for a closing attempt
- › Recognise buying signals and respond appropriately
- › Apply multiple closing techniques suited to different buyer types

09

MOD

Advanced Closing & Negotiation

For complex deals with multiple decision-makers, standard closing isn't enough. This module provides an advanced toolkit for closing while protecting your margins and relationships.

Key Highlights:

- › Master 12 powerful closing techniques across all buyer types
- › Learn advanced strategies to address procrastinators and price negotiators
- › Understand ZOPA and BATNA — negotiate from a position of strength
- › Discover negotiation styles and how to adapt to each

10

MOD

DISC — Adapt to Every Buyer

The DISC framework provides actionable insights into how different buyers think and communicate. Adapting your style to each buyer type is one of the highest-leverage skills in sales.

Key Highlights:

- › Understand the four DISC styles and identify them quickly
 - › Align your selling approach to your customer's buying style
 - › Use body language to build rapport and detect unspoken signals
 - › Recognise signs of hesitation, resistance, or readiness to close
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WHO THIS IS FOR

Your Industry. Your Role. One Program.

Selling Excellently™ is built for B2B sales professionals at every level — from executive to manager. If you sell, this program is for you.

Manufacturing

Sales Executives · KAMs · Sales Managers ·
BDMs · Territory Managers

Build business cases that justify your price. Stop discounting. Navigate procurement, operations, and technical gatekeepers with the DMU and Investigation modules.

SaaS & Technology

BDRs · Account Executives · Inside Sales ·
Sales Managers

Shorten your sales cycle, handle pricing pressure confidently, and improve demo-to-close conversion using Investigation Part 2 and Closing modules.

IT Services

Sales Executives · BDRs · Pre-Sales · KAMs ·
Sales Managers

Map complex decision-making units, build ROI-based business cases, and close multi-stakeholder deals faster with Modules 3, 4, and 9.

Real Estate

Sales Executives · Channel Partners · Sales
Managers · BDEs

Convert site visits to closures. Handle objections on price and timing. Use DISC to adapt to every buyer type — from investor to end-user.

BFSI / Banking

Relationship Managers · BDRs · Sales
Executives · Branch Managers

Position value before features. Handle 'let me think about it' and pricing resistance with the Handling Resistance and Price Presentation modules.

Pharma

Medical Sales Reps · KAMs · Territory
Managers · Sales Managers

Improve HCP and institutional engagement using structured investigation, persuasion principles, and communication style adaptation (DISC).

EdTech

Inside Sales Executives · BDRs · Sales
Managers · Account Managers

Increase enrolment conversion on calls and demos. Reduce follow-up cycles. Handle 'I'll decide later' objections with proven techniques.

Channel Sales

Channel Managers · BDMs · Sales Executives
· Partner Sales Managers

Strengthen partner conversations, negotiate channel margins confidently, and build business cases that help partners sell your solution.

YOUR TRAINER

Jeet Vadher

Founder, Pitch Perfect India · India's only ASLAN-Certified Sales Trainer

23+ years of direct B2B corporate experience. 9,000+ sales professionals trained across 100+ companies in India, UAE, Singapore, and South Africa. Every Selling Excellently™ session is delivered by Jeet personally — no outsourcing, no guest trainers.

Ready to Sell Excellently?

Contact Pitch Perfect India to enrol or learn more.

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