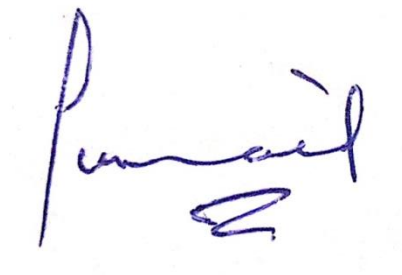


Acknowledgement by Industrial Trainer:

Name: Junaid Nisar

Designation: Business Development Manager

A handwritten signature in blue ink, appearing to read 'Junaid Nisar', with a stylized flourish underneath.

Digital Signature:

LIDO LEARNING

Project report submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF TECHNOLOGY

IN

ELECTRONICS AND COMMUNICATION ENGINEERING

By

Tanveer Singh Sodhi

UNDER THE GUIDANCE OF

Dr Neeru Sharma

Mr. Junaid Nisar(Business Development Manager-LIDO)



JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

May 2020



Enrollment Number – 161002

Name of Student(s) – Tanveer Singh Sodhi

Name of Supervisor – Dr Neeru Sharma

TABLE OF CONTENTS

CAPTION	PAGE NO
DECLARATION	i
ACKNOWLEDGEMENT	ii
LIST OF ACRONYMS AND ABBREVIATIONS	iii
LIST OF SYMBOLS	iv
LIST OF FIGURES	v
LIST OF TABLES	vi
ABSTRACT	vii
CHAPTER-1: SALES	1
1.1 What is a sale?	1
1.2 Sale Methodologies	19
CHAPTER-2:	20
2.1 NLP	25
2.2 How to book a session	30
CHAPTER 3:	31
3.1 Knowing your product	34
3.2 USP	36
3.3 LIDO tablet	40
CHAPTER-4:	41
4.1 Sales force	
4.2 Ameyo	
REFERENCES	45
APPENDIX	
PUBLICATIONS	
PLAGIARISM REPORT	

DECLARATION

I hereby declare that this is my submission of my work carried out in at LIDO Learning, The new Doorway to Education from 11th February to present i.e 21st May and to best of my knowledge and belief, It contains no material previously published or written by any other person nor any material, which has been accepted for any award of any sort of degree or diploma of the university or any other institute of higher learning

Except where due acknowledgement has been made in the text.

Tanveer Singh Sodhi
Place – JUIT, SOLAN
Enrollment Number – 161002

This is to certify that the above statement made by the candidates is correct to the best of my knowledge.

Signature of the Supervisor
Name of the Supervisor: Dr Neeru Sharma
Date:

Head of the Department/Project Coordinator

CERTIFICATE

This is to certify that the project submitted by Tanveer Singh in partial fulfillment for the award of degree of B.Tech at Jaypee University of Information and Technology, Wakanaghat (SOLAN), has been carried out under my supervision.

This work has been submitted partially or wholly to any other university or Institute for the following reward

Signature of the Supervisor -
Name of the Supervisor –Dr Neeru Sharma
Designation – Professor (JUIT)
Date – 21 May, 2020

ACKNOWLEDGEMENT

Through this acknowledgment, I express my sincere gratitude to all those people who have been associated with this project and have helped me with it and made it a worthwhile experience.

Firstly, I would like to thank my mentor Mr. Arya Anand, in the company for assisting me in the work I had to do and for helping me to correct my mistakes, Without his Training, I would have faced a lot of problems.

Secondly I would like to thank my manager Mr. Junaid Nisar for giving me achievable targets and helping and guiding me to achieve them, he has always been more of a friend than a manager. He has helped me to overcome my limitations by sharing with me some effective sales and observation techniques. Last but not the least my Senior Manager Mr. Kartik Reddy who has helped me at all levels.

In the last I would like to take this opportunity to express a deep sense of gratitude to our final year project Supervisor Dr Neeru Sharma Ma'am for her cordial support, exemplary guidance, monitoring and constant encouragement.

Thank You

Tanveer Singh Sodhi
Place – JUIT, SOLAN
Enrollment Number – 161002

SUMMARY

The job assigned to a particular salesperson is to increase the revenue of the company.

In LIDO the post of BDA (Business development associate) was assigned to me , where I was in the role of an Academic Advisor who helps students of classes 5th to 9th in overcoming the problems they face in studies, as academic advisor I helped them with 3 parameters

1. **Approach**
2. **Problem**
3. **Solution**

I applied these parameters by asking students some basic questions of Math, Science and English, I judged these children on the basis of their attitude, personality, concept clarity and study approach.

Accordingly i used to discuss the problems that child faces in studies and further more discussing the possible solutions in regards to LIDO for the child.

LIST OF SYMBOLS

It is to submit that no symbols were involved in this training

LIST OF FIGURES

- Fig 1.1 what are sales?
- Fig 1.2 Sale methodologies
- Fig 1.3 Sale methodologies
- Fig 1.4 Customer attraction
- Fig 1.5 Inbound methodoly
- Fig 1.6 Customer Support
- Fig 1.7 Meddic
- Fig 1.8 Financial Supports
- Fig 1.9 Meddic -2
- Fig 1.10 Meddic -3
- Fig 2.1 NLP-1
- Fig 2.2 NLP-2
- Fig 2.3 NLP-3
- Fig 2.4 NLP-4
- Fig 2.5 NLP-5
- Fig 2.6 Calling
- Fig 2.7 Sales pitch
- Fig 2.8 Closing
- Fig 3.1 LIDO learning
- Fig 3.2 Online Platform
- Fig 3.3 How does our portal look
- Fig 3.4 LIDO learning -2
- Fig 4.1 Sales force
- Fig 4.2 CRM -1
- Fig 4.3 CRM -2

LIST OF TABLES

No Tables have been used as I was working in a sales department.

ABSTRACT

Sales is a department without which no organization , company , start- up or a small business can work for even a day , whole of the organization is dependent on the sales department for revenue.

To boost sales we need to make sure that all the theoretical concepts are being utilized with the practicality of the theoretical approach as well.

A sale is one of the toughest jobs and it's very well said that a person who can do sales, can do anything he wants.

One of the most important parameters which I understood from my 3 months of working here was that it is really important to have a connect with the other party and a salesperson always need to be having an emotional connect with the client.

Understanding the need of client is one of the most important thing.

CHAPTER 1

Sales

1.1 What is a sale?

A sale has obtained multiple definitions over the years due to the experiences several salesmen have had in their times, the challenges faced by them and the priority of the things to focus on while conducting a sale.

Following are some of the popular definition of what a sale is –

A sale is a transaction between two or more parties in which the buyer receives goods that are either tangible or intangible, services or assets in exchange for money or in some cases other assets as payment to the seller.

Sales is the process of confirming the exchange of commodities between two interested parties where the parties discuss and come to an arrangement on the amount of payment per unit of the products or services received.



1.1 Fig

To put it simply – A sale is the process of providing goods or services to a customer while tackling objections from the customer regarding the payment or other services.

Sales Methodologies:

Every organization must develop a unique sales process based on the target market, the product type and its position in the industry. A sales methodology is the “how” of selling. It takes goals and turns them into actionable steps.

Breaking the larger goals into smaller goals and timelines and defining actions to achieve the sub-goals eventually achieving the bigger goals



FIG 1.2

The following are the top 10 sales methodologies and how they work.

1. SPIN Selling (Proposed by Neil Rackham) SPIN is an acronym for the four types of questions the sales person should ask their clients.
2. Situation questions: - These questions aim to understand the prospect’s current situation, their current beliefs, what led them to inquire about the products.
3. Problem questions: - These questions get to the heart of the problems that the prospect may be facing. They may be of two types –
 - 3.1 Problems that the product or service being offered can resolve.
 - 3.2 Problems that might be encountered in closing the sale.

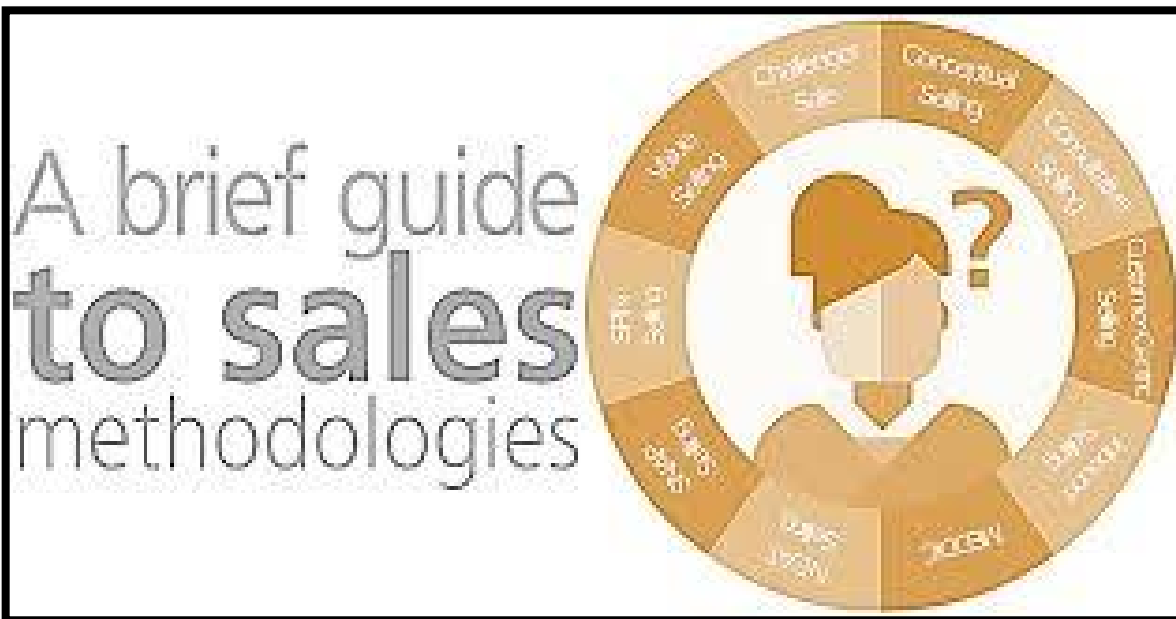


FIG 1.3

4. Implication questions: - These are the questions that make the prospect introspect about the implications that they might have to face in case the problems discussed before are not solved. The main aim of these questions is to trigger an emotional response strong enough for the customer to take an action.

5. Need-payoff questions: - These questions prompt the prospect to think about the situational changes that would occur when the problems are solved. This is the phase

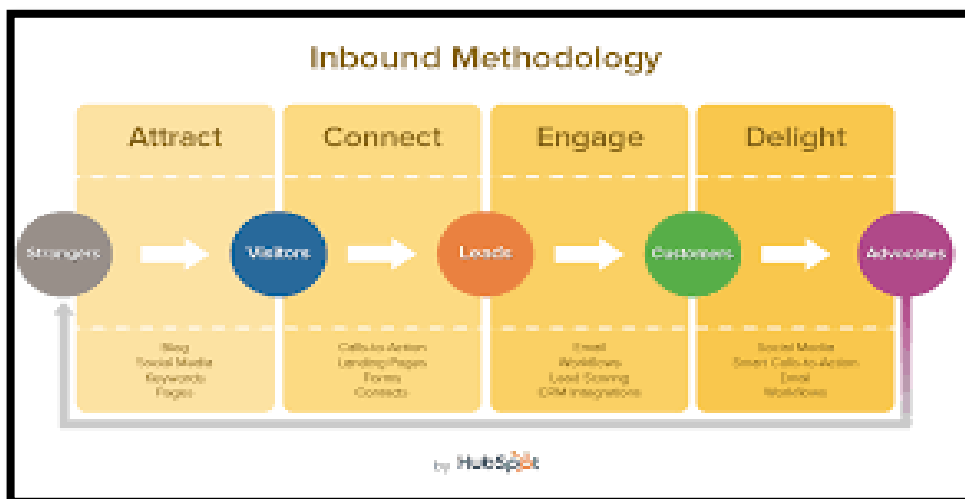


FIG 1.4

Where the product is pitched and the prospect is shown how the mentioned product will solve these problems and a sense of opportunity is created for the prospect.

2. N.E.A. T Selling (Developed by the Harris Consulting Group and Sales Hacker)

- Core 'Needs: - The producers urge the salespeople to dwell deeply into the prospects' challenges and how their product matters to them and the organization.
- 'Economic impact: - The sellers are told to not just provide the solutions to the prospects straightaway, instead they should help the buyer to understand the economic impact they'd make on their personal lives if they make a change today.
- 'Access to authority: - Making the prospects believe that their voice is heard and it matters. Any feedback that they'll have and any changes they would require would be considered on the fly while they are using the service. They need to believe that even though they don't have the direct access to the creators, the sales person is their direct link to them and their messages will be delivered via them.

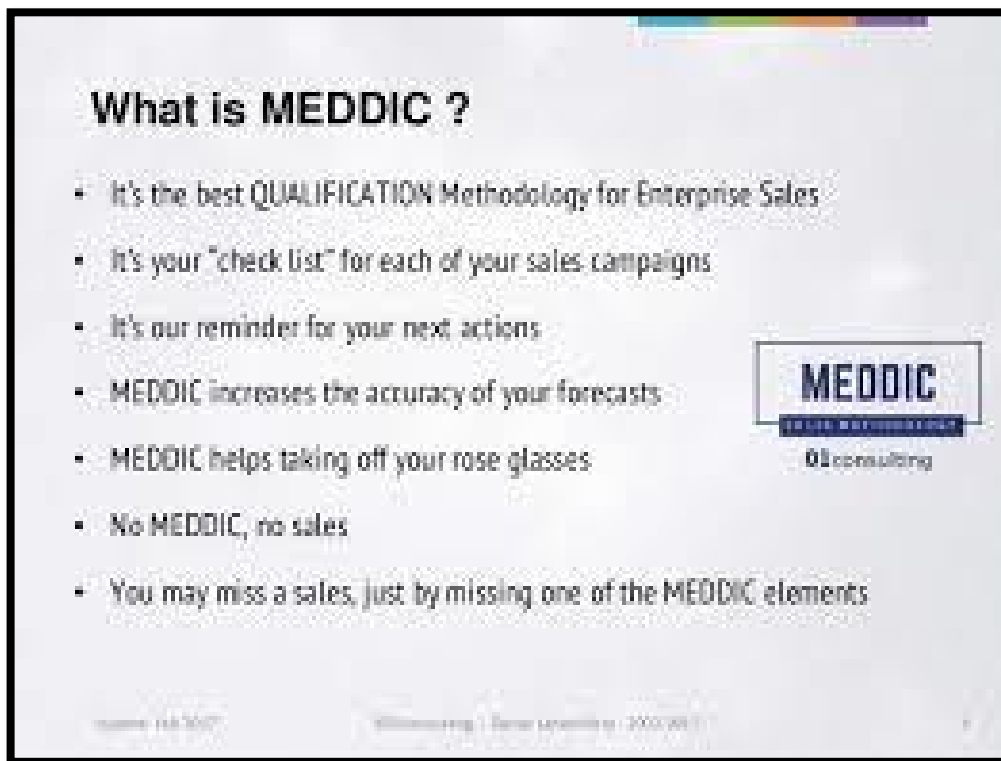


FIG 1.5

- TimeLine: - Making the prospect believe that they are bound under a deadline and have much to lose unless they purchase under a certain timeline. 3. Conceptual Selling (Robert Miller and Stephen Heiman)
- Confirmation Questions: - To reaffirm the prior information that the customer has about the product or the process.
- New information Questions: - Clarify what the prospects would like to achieve. • Attitude Questions: - To understand the prospect on a personal level to estimate their concerns and buying behavior.
- Commitment Questions: - Inquire the prospect's level of interest and reassuring the need towards the product.
- Basic issue questions: - Raising potential problems that the prospect may face. 4. SNAP Selling
- It is a sales methodology that aims to bridge the gap between the salesperson and the prospects. It stands for Keep it 'Simple, Invaluable, always 'Align, and raise Priorities. With this approach the Salesperson can reach the prospects more effectively and share information and precise and concise manner. 5. Challenger Sale (Matthew Dixon and Brent Adamson)

- This model fits the best for B2B business models.

- Works on the principle that each salesperson can be divided into 5 categories - Relationship Builders, Hard Workers, Lone Wolves, Reactive problem solvers and Challengers.

- The challenger persona seems to be most effective because first they teach their prospects, not about the product or service but the business problems new ideas and insights.

- Next they tailor their communication to direct the prospect towards the role of their product's role in solving these problems.

- Finally they take control of the sale by not being afraid to push back on their customer and focus more on the sale rather than being liked by the customer.



FIG 1.6

THE SANDLER SYSTEM

- Sandler system reverses the script of traditional sales processes. In this method instead of acting as a typical salesperson the salesperson acts as an advisor or representative and requires the customer to put in the equal amount of effort to close the sale. If the rep discovers that his offering won't truly address the prospects concerns he would simply abandon the process and move on to the next prospect.



1.7

FIG

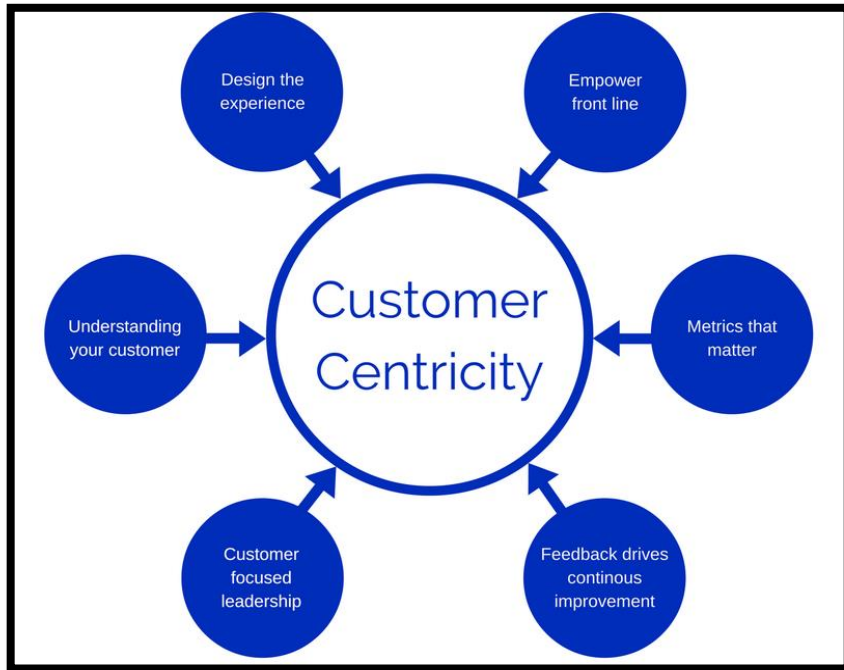


FIG 1.8

- This method promotes meaningful conversation with the prospects to identify their needs and find solutions that solve those challenges.
- It works on the following eight tenets: - Converse situation ally instead of making presentations→ Ask relevant questions instead of offering opinions.→ Focus on the solution instead of the relationship→ Target decision makers instead of users (E.g. Fathers make the decisions of the commodities children consume) Promote usage to garner interest→ Strive to be the best seller rather than busiest.. Close on buyer’s timeline rather than sellers.. Empower buyers to buy instead of convincing them.



FIG 1.9

M	Metrics	What is the economic impact of the solution
E	Economic Buyer	Who has profit and loss responsibility for this?
D	Decision Criteria	What are their technical, vendor and financial criteria
D	Decision Process	Then what happens? Define validation and approval
I	Identify Pain	What are their primary business objectives?
C	Champion	Who will sell on your behalf inside the company?

FIG 1, 10

MEDDIC is a qualification process for complex and enterprise sales

- Metrics: What's the economics of the situation?
- Economic Buyer: Who controls the budget?
- Decision Criteria: What are the formal evaluation criteria the organization is using to pick a vendor?
- Decision Process: How will the organization pick a vendor? (Tender)
- Identify pain: What is the trigger event and financial consequence of the problem?
- Champion: Who is selling on your behalf?

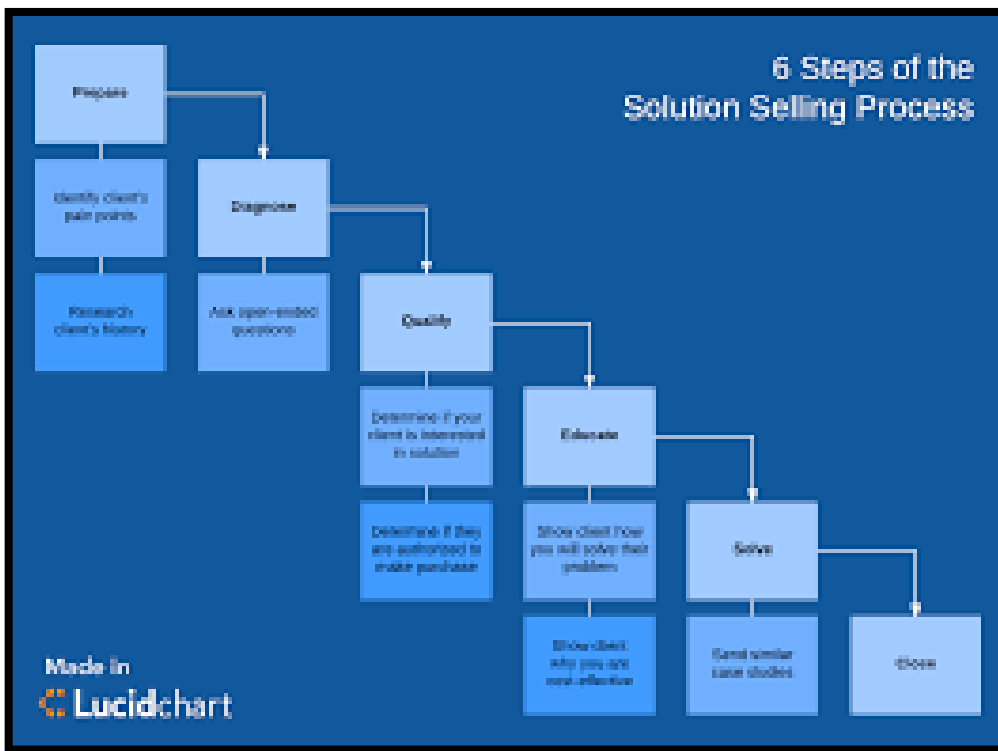
M.E.D.D.I.C

lead qualification framework no.2

METRICS	How much money will your product or service make or save the lead's company?
ECONOMIC BUYER	Decision-maker, the person who gets to say "yes" to spending money.
DECISION CRITERIA	What are the factors that will affect whether the lead purchases your product or service?
DECISION PROCESS	What is the process like for the lead to approve the purchase of your product or service?
IDENTIFY PAIN	What are their primary business objectives?
CHAMPION	Who's going to sell your product or service on your behalf to the rest of their company?

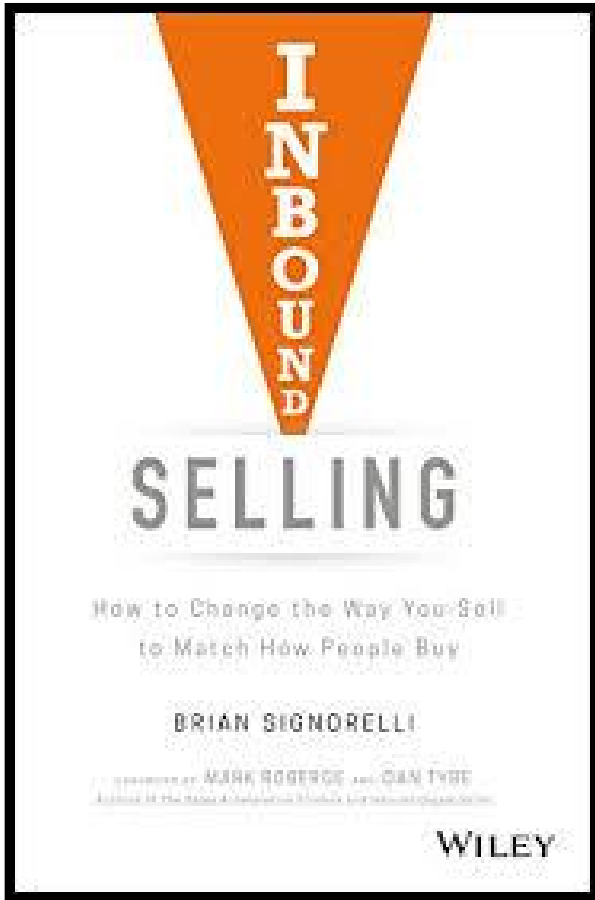
:copper

7. Solution Selling



- This methodology revolves around providing custom solution for the product's needs.
- The buyers of the modern era are more informed and the sales reps identify pain points and offer customized mix of products to meet their needs.

8. Inbound Selling



Marketing and sales goals have become increasingly intertwined. Prospects often research the products on their own before interacting with the sales team. Inbound sales process follows these procedures:

- Identify: - The reps prioritize active buyers over passive ones. Active buyers have interacted with the company's website and marketing campaigns.
- Connect: - Inbound Reps connect by reaching out to the prospects in a personalized manner.
- Explore: - Reps focus on rapport building and recap of previous conversations. Then they focus on the challenges faced by the prospects and create plans that fit the prospect's needs
- Advise: - Finally reps create a personalized sales experience by advising the prospect on the plans that fit their needs the best. Importance of sales in an organization The sales process is the backbone of any organization and service provider. Following are the reasons why the sales process is so vital to any organization –

1. Revenue Generation - Without sales the company would have minimum or no cash flow depending on the financial model the organization follows. The sales team converts leads into prospects and then into clients/customers.



2. Business Growth – Sales plays a key role in building trust between the company and its customers. This leads the customers to promote your company via the word of mouth if they like the service or foil reputation in case of bad service. The sales team is the direct point of contact between the company and its customers thus they are responsible for most of the company’s growth



3. Customer Retention – In Subscription based products the ratio of customer retention to new customers is very important. Sales team provides the bridge between these two. While maintaining the growth of the company they make sure that the old customers would renew their product and often use offers and value added benefits to keep the existing customers hooked. Chapter-2 Neural Linguistic Programming (NLP) As the name suggests NLP is the art of triggering specific emotional responses from the



Fig 1.11



Fig 1.13



Fig 1.15



Fig 1.16



Fig 1.18

Chapter-2 Neural Linguistic Programming (NLP)

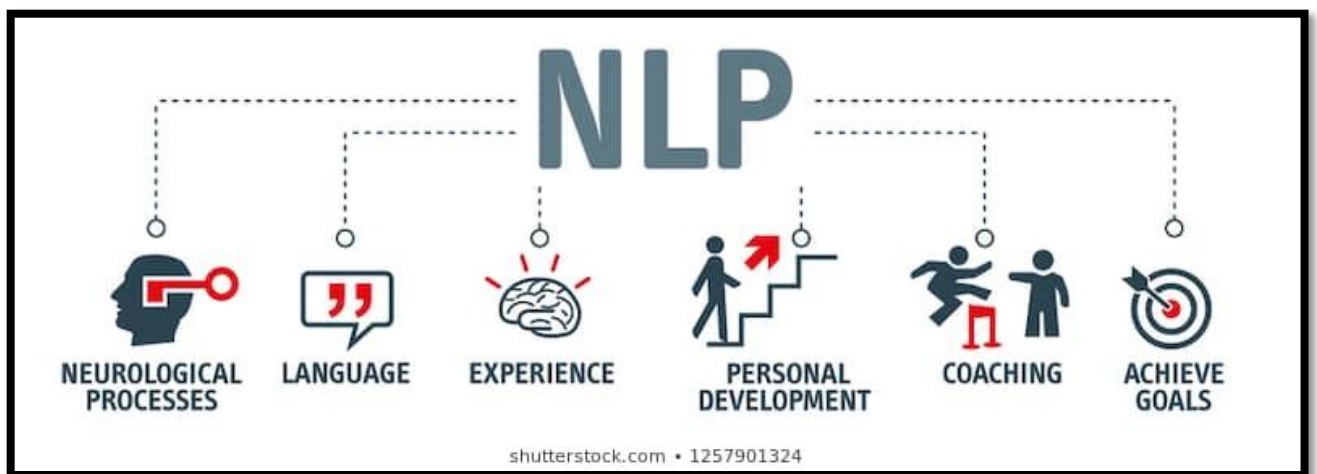


FIG 2.1

2.1 As the name suggests NLP is the art of triggering specific emotional responses from the prospect using certain tonalities coupled with specific words that align with the basic beliefs of a human being.

In NLP it is believed that all human beings are coded in a certain way from their childhood, what is essentially called grooming is considered to be programming of the human brain that generate basic beliefs, ideas and ideologies of a person. The sense of what is right and wrong what is good and bad and often in this process there are some grey areas that are created due to the conflict of what is taught to the child version of oneself versus what is experienced by the teenage or adult version of the human being.

Why is NLP used? Consider a following real life case scenario, when a lead is encountered there are only a few possibilities that can occur in terms of that sale –

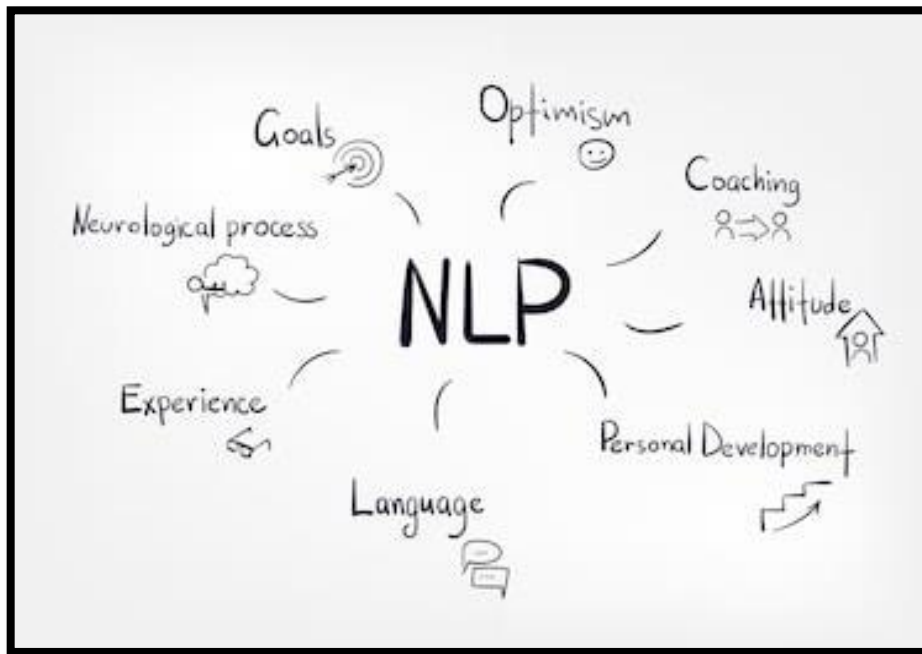


FIG 2.2

- The lead is already convinced and wants to buy the product immediately.
- The lead is semi convinced and has a positive state of mind.
- The lead is semi convinced but has a negative state of mind.
- The lead is not convinced and just has some information available. In situation (a) The sale is almost closed however there may be some constraints in payment options, in this case we need the enthusiasm to be maintained until the sale is closed. A mildly high pitched tone and sense of excitement and a couple of light jokes need to be used to maintain the sense of enthusiasm and light heartedness so that the burden of payment is not felt by the prospect.

In situation (b) the situation is in your favor however you need to keep the conversation precise and not allow the prospect to either lose focus or give them a chance to come up with questions that might hamper the sale process. Here we need to maintain a positive note and to not be afraid to handle queries. However, despite the fact that we might be withholding information the prospect should never get such a feel therefore the salesperson should be confident and repetitive if he has to be.

In Situation (c) the situation is against you however it is recoverable to a certain extent. In this situation before the product is pitched or even brought into the question a sense of trust needs to be built amongst the prospect and the salesperson. The salesperson needs to converse in a soft and comforting voice while carefully using words and asking “yes” questions all the while creating a positive environment.



FIG 2.3

After the salesperson is confident that the prospect trusts him first then he needs to start building the trust towards the company and then towards the product. In Situation (d) the prospect's state of mind is pretty malleable and the situation could be either highly positive or highly negative depending on the source of their information.

However, in this case most of the times the customer is only looking to gain more information rather than purchase the product.

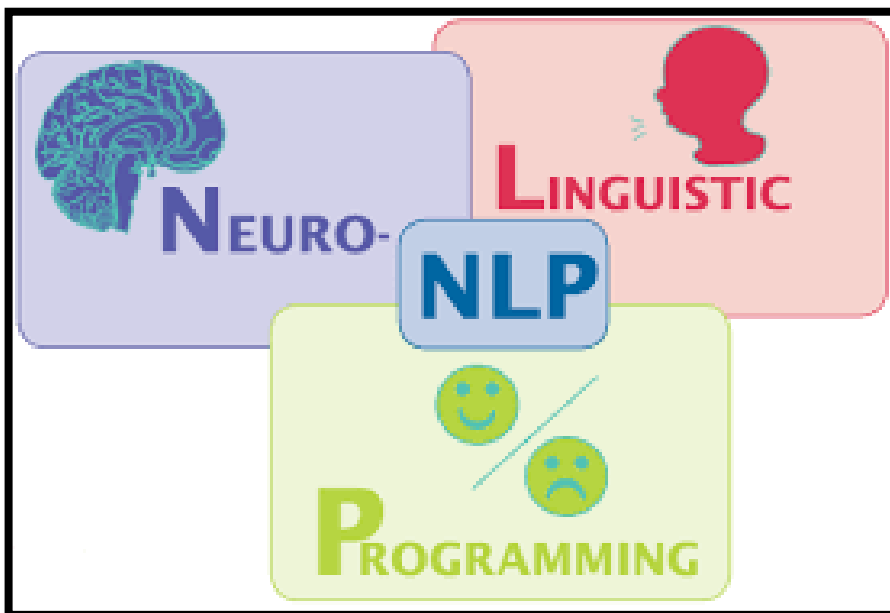


FIG 2.4

Here NLP is the most useful tool as it helps the salesperson to trigger certain sets of emotions in quick succession to capture the complete attention of the customer for a small portion of time called the trapping scenario where the prospect feels like they have no option other than to purchase the product. However, this scenario is so sensitive that unless NLP is used perfectly without any errors the effect

created would be more negative rather than positive and the prospect may be lost forever. Commonly used NLP tools following are some of the most common techniques used in NLP.

2.2 How to book a session

In an ideal conversation these tools would be used in the order given below however in real life scenarios any of these tools might be used in any order. 1) The Script – Before we execute any sort of tonalities or any psychological hacking we first need to understand that despite our best efforts in the above two fields we would not be able to convert any prospects unless our words align with our aims and the prospects' interests. Therefore, the most important aspect of NLP is the script.



FIG 2.5

The script is not a rulebook that we must follow but a reference guide to some of the most common scenarios that we might encounter and how to tackle them. A well-made script will have the following parts – • Introduction – First impressions are of utmost importance in sales, it sets up a mood for the upcoming conversation.

The first 5 seconds of any call and the first 2-3 minutes of any appointment will set the mood and the lines within which the sales process would be conducted. Therefore a strong introduction is very important. However sales introductions are a little unorthodox, our main aim in the introduction is to get the prospects' attention. For this we often mention either their name or the name of someone important in their circle. We then move on to introduce ourselves and the organization and clarify the purpose of the call.



FIG 2.6

- The Pitch – When you have acquired the prospect’s attention you have made sure that he would listen to you. In pitch we present either the product we are talking about and the solutions it would provide to the customers or we familiarize them with the process of how the sale would be conducted. The pitch should be majorly based on the USP’s that would interest that particular prospect or his organization and should be crisp and concise
- Reaffirmations – It is a question set that we prepare. It is a set of ‘YES’ questions. These questions almost always result in a positive response from the prospect and are supposed to be plain obvious. However, they are one of the most important aspect of the script as these questions create a sense of determination and curiosity within the prospect. It reaffirms to the prospect that this call is important for him and also that he might be getting the solution to his challenges by the end of it.
- Objection Handlers – It is also a question set similar to that of Reaffirmations but with a completely different purpose. Like Reaffirmations these are ‘YES’ questions and are supposed to be obvious however their task is to handle objections from the prospects. If the prospect is not fully satisfied with the pitch, then these questions are used to get his objections in the open as well as mold his mental state so he would try to understand the salesperson’s point of view.



FIG 2.7

- Closing – The closing of the call is as important as the introduction. After the entire conversation the prospect in most cases only retain half of what the salesperson wants them to however it is observed that the prospects almost every time remember the last 30 seconds of a call and last 10 minutes of a meeting. Therefore, if a salesperson carefully utilizes the closing segment he can set the mood for the sale. In most cases closing statements are used to emphasize the time constraint.

2) Tonality - This is the most discreet yet powerful tool of anyone who practices NLP in their professional lives. A certain set of tones have major implications on how the human mind would perceive a sentence and it greatly alters the intensity as well as the importance of the said sentence of

spoken with a specific tonality. Following are some of the most common used tonalities and their implications –

- Cheerful – This tonality is used to create a perception of a great and exciting opportunity.
- Pauses with emphasis on keywords – This is used to make the person understand that the situation is far more grave and important than it seems.
- Whispers – It is a well-known fact that the human mind is highly curious and loves to find out the secrets. While whispering we create a sense of curiosity in the mind of the listener in order to capture their attention for a short period of time and making su

re that we can pass as much important information in that short span of time as possible

- Questions ending in high pitch – We have mentioned before that there is a set of obvious questions we ask the prospect to create a sense of reaffirmation. This tonality magnifies the impact of that implication so much so that it might even be able to change the listener's perspective for a small amount of time.

Triggering emotional responses A well-known fact about human beings is that we are considered intellectual beings and have the ability to act based on our knowledge and judgment. However, it is observed in sales that more than half the buying decisions that the prospects have made have been in response to an emotional trigger rather than an informative one. In our day to day lives we purchase several things from basic utilities to luxuries. If we were to carefully analyze our purchases we would be able to observe that most of the things that we own or consume do not align with our needs, they often exceed the functionalities of our requirements.

Another careful observation would lead us to the fact that most of these belongings or consumables and their functionalities align perfectly or less with our desires. A comparative study would also show us that the functionalities of the said belongings is always closer to the desires rather than the requirements.

This emotional response is the key difference between a novice salesman and an experienced salesman. A novice salesperson always focuses to convey the message to their prospect of the several USP's (Unique selling points) of the product or service being offered. He/she would often be inclined to make the prospect aware of all the functionalities of the product/ service being offered and are often guilty of having long sales sessions.

Sales Closing **POWER!**

An experienced salesperson however focuses on two things only – a. What the customer desires? b. How the product/service offered can achieve those targets? The primary concern of the said expert is to categorize the prospect's demands in a priority of descending order and to satisfy them in the same order. Their pitches are short and crisp and often give a sense of greed to the prospect. Their prospects are often satisfied the pitch that they give and their conversion rate is far higher compared to any novice with.

Every prospect is unique and therefore having an understanding of the nature of the prospect is very important. Triggering an emotional response that complements the pre-sales emotional state of the prospect would yield a high probability of conversion and triggering the wrong response would reduce the probability of conversion

CHAPTER 3

KNOWING YOUR PRODUCT

3.1 LIDO learning basically deals with the students of classes 5th to 9th the main USP of our product is that we have live interactive classes instead of just video lectures provided by other competitors.

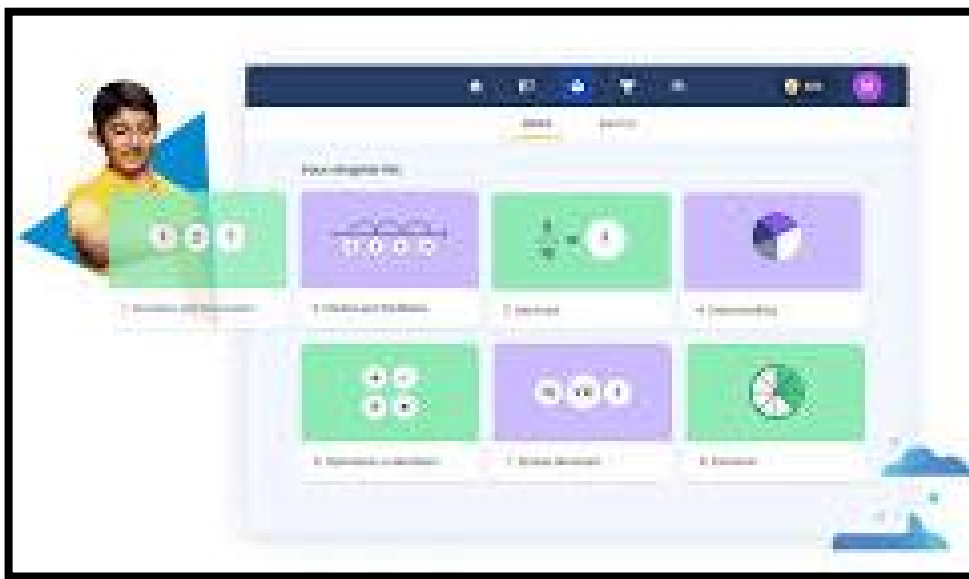


FIG 3.1

- ❖ Before starting a classes we have a tutorial video for the kids to make sure that the interest factor of the child is there after making him watch the video which start with a one hour live interactive 121 one to one



FIG 3.2

- ❖ Class for the students of 5th to 9th classes in which they are taught with the help of activities games videos and an academic expert teacher which guide them through that one hour session of basically mathematics science and English,



FIG 3.3

- ❖ After the class is over the students are given personalize homework which is given individually to each and every student of the class we have a student to teacher ratio of 6 students to one teacher just to make sure that each student gets personalize attention from
- ❖ The teacher and to make sure that the teacher keeps noting what is the basic attitude and the concept clarity of a kid in that particular class parents are provided with feedbacks every day after the class the feedbacks also include telling them whether the child was late to the class whether the child was absent in the class over the child was not attentively participating in the class

- ❖ We also send a monthly report to the parents through which they can actually see the scenario and the improvement of their kids studies and overall growth

3.2 USP :

For providing kids with the classes senior academic advisor is assigned to the children and to their parents who before catching the kid into one of the classes which are provided by leader.

LIDO learning helps in understanding the parents what are the basic problems that their child faces during studies how is his attitude towards studies what is his personality development and what is the concept clarity of the kid of the subjects for the topics which he has read studied and understood in his previous classes after that one hour session is over



FIG 3.4



Parents are provided with brief report about their kids about how they are actually studying right now and what are the basic problems that the face while studying why is the interest factor not there of the kid and how can our organization help in maintaining that interest level of the kid and secondly helping him in cracking both the competitive exams and doing good in his school exams as well after this the classes starts and basically it is 3 days Maths and 2 days for science in one week.

3.3 LIDO TABLET

Lido tablet:

The courses offered by lido come in a tablet by the name of Lenovo Tab 4 S10. This tablet contains all the videos, the test series, the practice sessions as well as the educational games. The tablet has a storage of 32 GB with an additional SD card of 128 GB that has all the content of lido



The tablet also comes with an entertainment locked feature which limits the user to open anything except educational content.

This makes the tablet only suitable for studies and nothing else. There are times when kids get distracted and open different things on their tablet instead of studying on them. So this feature makes sure that they use the tablet only for studying. The tablet is a complete package for education.



FIG 3.5

CHAPTER 4:

SOFTWARES USED:



FIG 4.1

1. Sales force was the software that we used for accessing all the references leads and doing all the business for organization,
2. Sales force app is one of the most expensive CRM which is available in India ,
3. Sales force is used to make leads, update the leads, make orders, punch the orders.



FIG 4.2

4. Sales force is also used for customer delight so that whenever one of the students is enrolled with our modules we can track his daily performance we can see how is performing in the class we can update activities for the same we can make queries for the same.



Fig 4.3

5. We can also add chatter in the charter section that helps in in the academic advisor about knowing the child what how is performing in the class what are the subjects that are facing problem in.



FIG 4.4

6. Sales force helps organizations in calculating their total revenue.

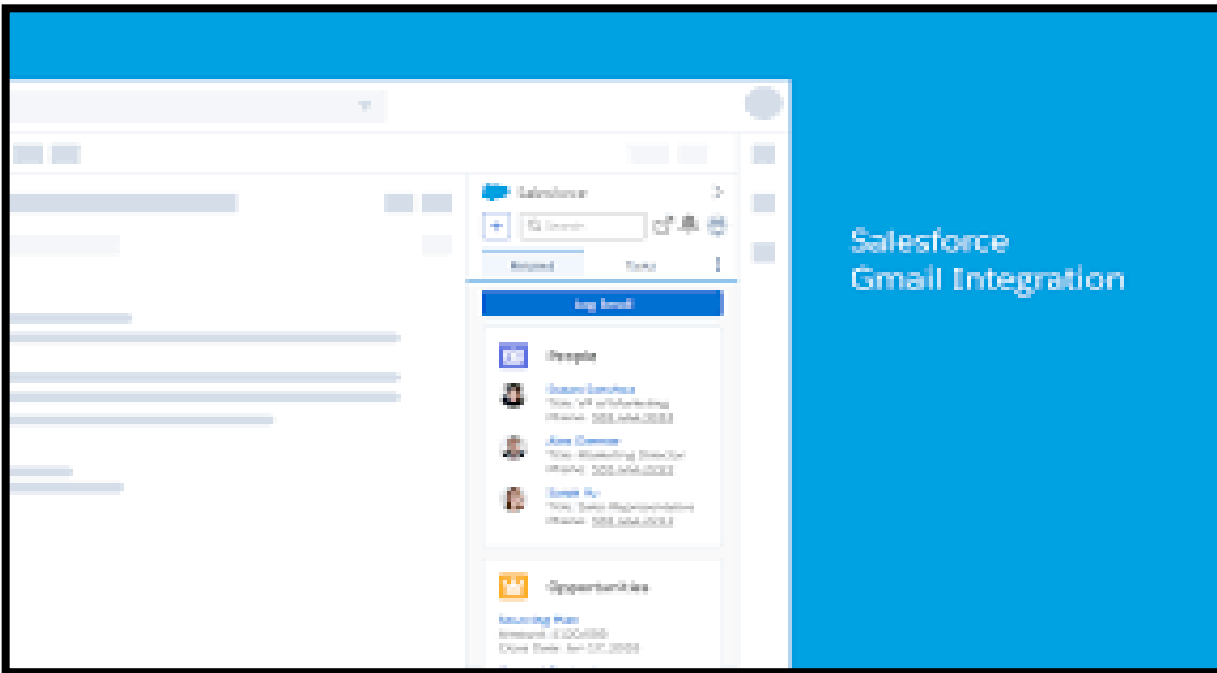


FIG 4.5

7. Sales force helps organizations in calculation their total expenditure , total profits or total loss.



FIG 4.6

8. Sales force lets us makes new leads into the system and also allows users to modify the lead as well as the lead status

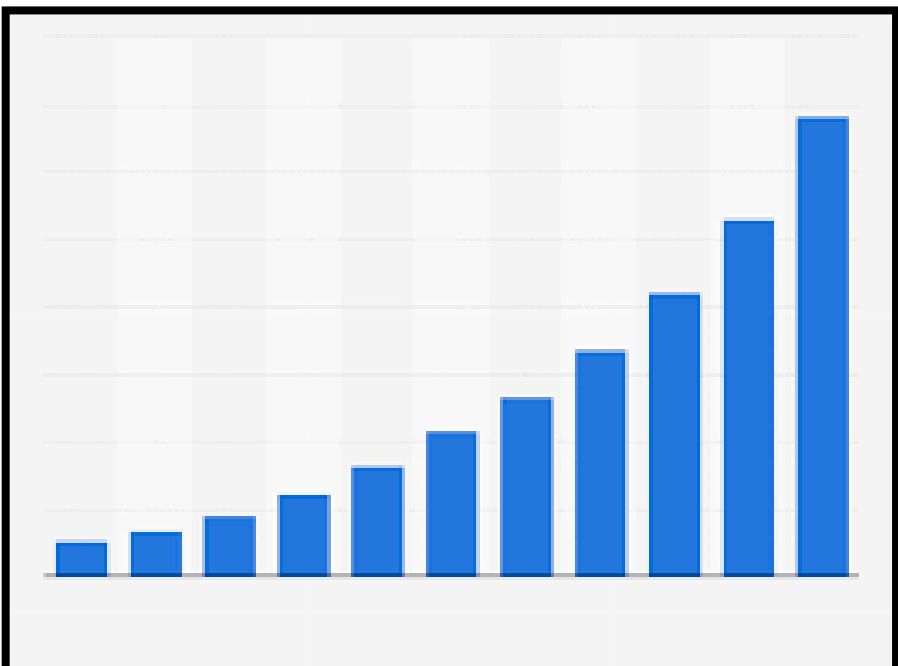


FIG 4.7

9. I was allowed to modify the lead status, I could modify it to as new
->New
->Qualified
->DNP

->Not Interested

->Home Conduction Booked

->Disqualified

This was done on the basis of the call that was made on to the lead .

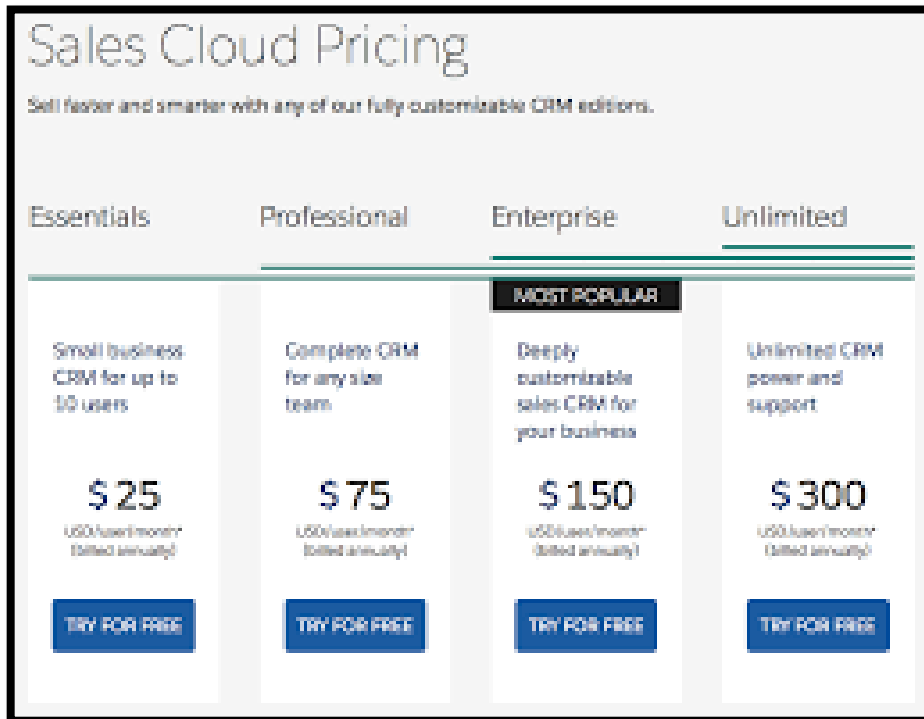
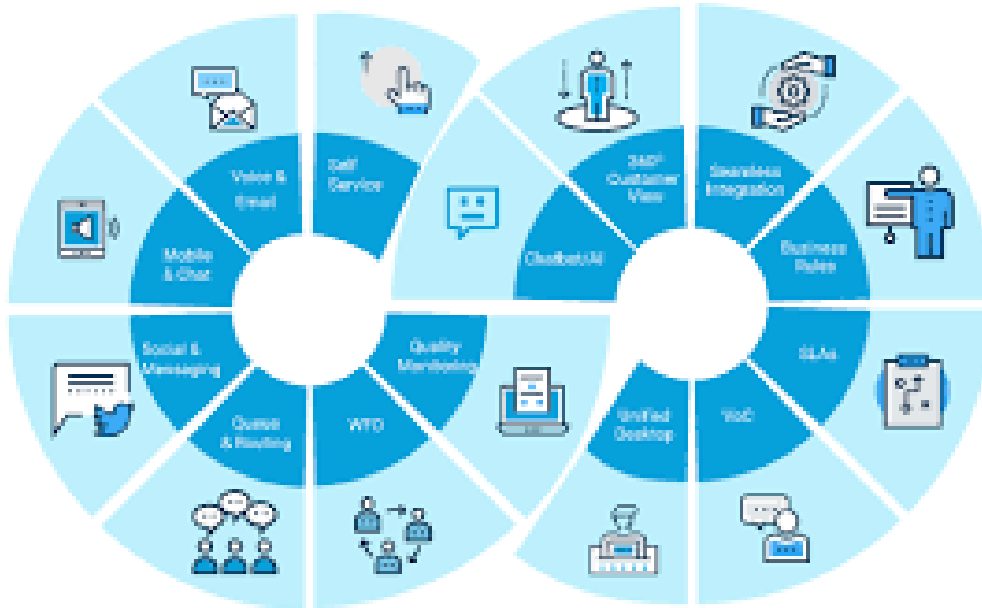


FIG 4.8

10. Sales force lead's could only be deleted by the admin; none of the BDA can delete a lead. This was implemented to make sure the transparency is maintained.

11. Sales force is one of the most used CRM's in the world.

4.2 AMEYO



1. Ameyo is one of the best calling software in the world
2. It can be used to check a Business Development Associate's performance

AMEYO

globitel

Ameyo Announces Partnership With Globitel To Address Contact Center Needs In Middle East



AMEYO

Crafting a New World of Customer Engagement



3. It is one of the most important assets of the sales department as it helps in tracking many of the important things as well
4. Ameyo has so many important features which are as followed:
 - a) Ameyo helps in talking to the prospect leads for your sales and business accounts
 - b) Ameyo helps in maintaining a customer delight experience.
 - c) Ameyo helps in maintaining after sales experience.
5. Ameyo has been a pioneer in the industry for many years

Total Call: 48

4 Manual Dials 2 Callbacks Received 8 Transfers Received 12 Inbound Received

7 Manual Dials 1 Callbacks Received

00h 07 m Auto Call-On Duration 00h 00m Total talk Time

Total Agents: 55

6 Manual Dials 12 Callbacks Received 14 Transfers Received 8 Inbound Received 2 Inbound Received

AutoCall		Inactive since		
3 On	3 Off	5 < 20 sec	5 20 - 60 sec	15 > 60 sec

00m 00s Avg Inactive Duration 00m 56s Avg Handling Time 00m 21 s Avg Talk Time 00m 17s Avg ACW Duration 00m 00s Avg Hold Duration

Total Customers: 36

7 Queued 12 IVR 4 Queued at ACD 8 Connected

15 Hungup 10 Others

Agents List (1) Hold Time Breached (0) Call Duration Breached (0) ACW Time Breached (0)

Search Freeze Configure Threshold Waiting Calls 0

Agent Name	Agent ID	AutoCall Status	Agent Status	Call Context	Extension	Agent Call Status	Call Type	Phone	Customer Call Status	Queue
ron	ron	On	Available	00:00:07						

CONCLUSION AND REFERENCES

After working in sales for more than 3 months in LIDO sales department one thing I have concluded is that sales are completely based on the emotions of the customer.

A person has to understand what the customer is feeling right at that moment and then by understanding that problem show him that the product can solve that problem.

A sale is an integral part of the organization so investing in it is the most important thing that an organization can do. The job is highly physically demanding and requires constant perseverance by the sales person to do the sales.

- Jordan Belford: How to do sales effectively
- Neuro-linguistic programming: It's potential for learning and teaching in formal education- Research gate Paul tosey, Jane mathison
- Evidence-based Neuro Linguistic Psychotherapy:

AFTER WORKING SALES DEPARTMENT IN LIDO FOR 3 MONTHS, I HAVE LEARNED FEW THINGS RELATED SALES, THEY ARE

- 1. BDA/ SALES PERSON HAS TO BE HIMSLEF CONVENCIED WITH HIS PRODUCT**
- 2. THOUGH SALE IS NEED BASED ACTIVITY BUT, IT INVOLLES CUSTOMERS EMOTION ALSO**

AS A SALES PERSON ONE HAS TO UNDERSTAND THE FEELINGS & NEEDS OF A CUSTOMER AND THEN PROVIDING HIM THE SOLUTION WITH PRODUCT AVIALABLE WITH SALES PERSON. ENSURING THAT IT FULFILLS THE NEED OF BOTH, CUSTOMER AND SELLER

A sale is an integral part of the organization, so investing in it is the most important thing that an organization can do. The job is highly demanding mentally and physically.

A sale also requires constant perseverance by the sales person to do the sales.

**P.S AS THIS IS A SALES REPORT THEIR ARE NO PUBLICATINS AND APPNEDIX
THAT I COULD WRITE IN THIS REPORT**

PLAGIARISM REPORT

ORIGINALITY REPORT

TANVIIR

ORIGINALITY REPORT

18%

SIMILARITY INDEX

14%

INTERNET SOURCES

2%

PUBLICATIONS

17%

STUDENT PAPERS

PRIMARY SOURCES

1	salesjobsnetwork.com Internet Source	6%
2	www.slideshare.net Internet Source	1%
3	Submitted to University of Northumbria at Newcastle Student Paper	1%
4	etheses.saurashtrauniversity.edu Internet Source	1%
5	Submitted to Kyungpook National University Student Paper	1%
6	www.investopedia.com Internet Source	1%
7	Submitted to Hong Kong University of Science and Technology Student Paper	1%

8

J.J. Veevers. "Gondwanaland from 650–500 Ma assembly through 320 Ma merger in Pangea to 185–100 Ma breakup: supercontinental

1%

tectonics via stratigraphy and radiometric dating", Earth-Science Reviews, 2004

Publication

9	Submitted to University of Balamand Student Paper	1%
10	Submitted to Higher Education Commission Pakistan Student Paper	<1%
11	Submitted to RMIT University Student Paper	<1%
12	espritrock.org Internet Source	<1%
13	Submitted to University of Sunderland Student Paper	<1%
14	Submitted to Northern Caribbean University Student Paper	<1%
15	wrap.warwick.ac.uk Internet Source	<1%
16	scholarworks.uno.edu Internet Source	<1%
17	Submitted to Jaypee University of Information Technology Student Paper	<1%
18	Submitted to London School of Marketing	<1%



**I WOULD LIKE TO THANK ALL THE FACULTY MEMBERS FOR BEING
SUCH GREAT IDEALS AND ROLE MODEL FOR ALL OF US.
THANK YOU**