

Sales Workshop

Turn conversations into conversions

A practical selling workshop that takes students and teams from fear of rejection to confident, structured conversations: prospecting, questioning, objection handling and closing, all practised live.

DURATION	AUDIENCE	FORMAT
Half-day (3 hrs), full-day (6 hrs) or a 4-session series	MBA/BBA students, placement batches, campus sales clubs, business teams	In-person or online, roleplay-heavy, 25-150 participants per batch

What participants walk away with

- Understand the full sales cycle from prospecting to closure
- Ask better discovery questions instead of pitching features
- Handle price, timing and 'let me think about it' objections
- Build a personal 60-second pitch and follow-up cadence
- Practise live roleplays with structured feedback

Session agenda

Modules are re-ordered and re-weighted based on your batch size and available time.

01 Buyer psychology

Why people say yes, and what silently makes them say no.

02 Prospecting & outreach

Building lists, writing openers, and getting the first meeting.

03 Discovery questioning

A question framework that uncovers real needs and budget.

04 Objection handling

Responding to price, competition and delay without discounting.

05 Closing & follow-up

Asking clearly, agreeing next steps, and staying on the radar.

06 Live roleplay clinic

Participants sell in pairs while the room coaches.

Good to know

- **Who is this sales workshop for?** It is designed for BBA and MBA students, placement batches, campus sales clubs, and business teams that need to sell products, services or ideas with confidence.
- **Do participants need any sales experience?** No. The workshop starts from the basics and progresses through live practice, so complete beginners and those with some experience both benefit.
- **Can this be delivered online?** Yes. The online format uses breakout rooms, screen sharing and live roleplays. The in-person format adds more physical energy and group coaching.

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