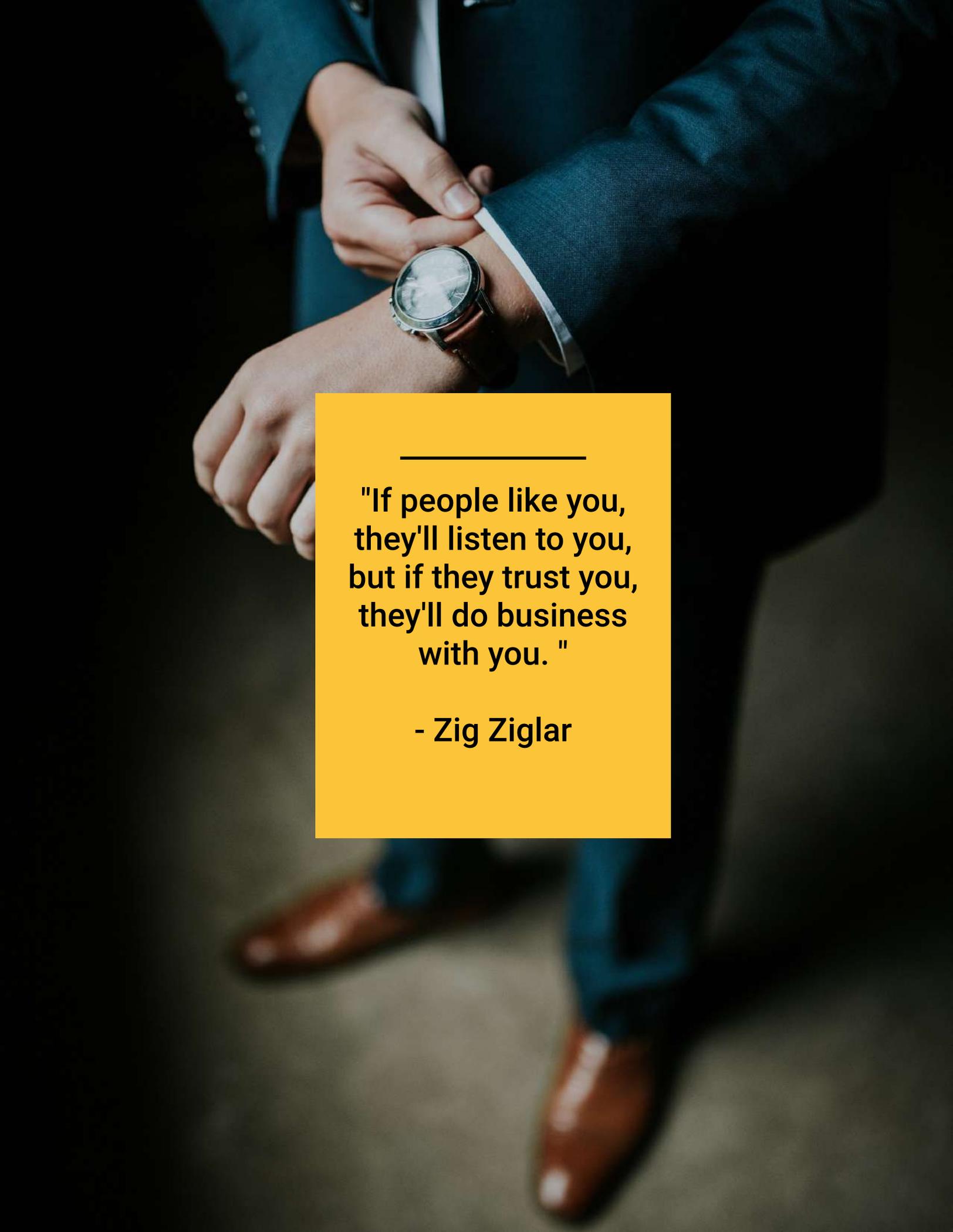




**RELEARN
REGROW
REBUILD**

Training, Mentoring, Coaching & Consulting

We are focused on Creating Sales Performance Improvement Impact for Sales People, Sales Leaders, Solopreneurs, Entrepreneurs, Startups, MSME, Midsize and Large Corporate by Integrating Marketing, Sales, Services, HR, Operations, Logistics and Technology.



**"If people like you,
they'll listen to you,
but if they trust you,
they'll do business
with you. "**

- Zig Ziglar

WHO WE ARE



Our mission is to help improve the performance of sales teams by providing customised, skills-based training programs that produce sustainable behaviour change. Our solutions include comprehensive sales training, sales coaching, and sales management programs.

We measure success by how well our customers achieve their sales goals. Driving real behaviour change and measurable outcomes require globally proven curriculum, agility and acceleration through technology, and expertise to bring change to life in your organisation.

We integrate each of these performance enablers to meet the unique requirements of your business.

Understanding the growth strategies and sales goals of our customers. With a comprehensive library of modular intellectual property, we assemble performance solutions that enable your sales team to connect and engage more effectively with prospective buyers, craft compelling solution visions, and drive opportunities to closure based on creating measurable value.

Its related methodologies deliver a step by step process that teaches sales professionals not only what to do, but how to change the way they sell and apply new behaviours that build stronger interactions with buyers.

As a Learning and Development Consultancy, we are passionate about

empowering people through adult learning training and fostering their continuing professional development. Our specialty is to identify learners' training needs and collaborate with cross-functional teams to plan and develop effective training, using instructional design, adult learning methodologies and e-learning. We specialise in building sales automation, sales process optimisation, and closed loop reporting with a good white-boarding session to bring these to life. We design and deliver hands-on sales training for Wowrakesh customers globally.

Helping companies to onboard, retain, and promote great professional in sales and to help support human capital to rise within organisations. We believe that sellers and sales leaders need great trainers, mentors and Coaches who have hands on experience.

"We are Passionate about transforming Individuals and Organisations"

Wowrakesh Sales Performance Training philosophy is that Customer Stories don't end when they reach their sales goals. For us, success comes when they push beyond the expected, using their skills we've helped them master to transform businesses, lead markets, uncover new opportunities, and strike out in new directions.



HOW ARE WE

The

DIFFERENT X - FACTOR

Discover a new era of sales training

When customers have completed 70% of the buying process without engaging with a single salesperson, and can complete most purchases online without EVER interacting with another human being, traditional, transactional sales tactics simply no longer work. That's why you need to adapt sales training and techniques that are grounded in decades of development yet evolved over the digital age.

Changes in how global organisations, individual business buyers, and consumers make purchase decisions have driven permanent shifts in how sales organisations must go to market and interact with customers and prospects. Sales leaders have a multitude of levers they can pull as they work remain agile and adjust their approach, from coverage models through compensation. None is more important than ensuring sales organisation is prepared to up their game in the field.

Sales Training for Surpassing Goals

High - performing salespeople build relationships that lead to sales. Through Wowrakesh's Sales Training Courses, you'll learn to generate more inbound leads, resulting in increased sales performance. That's because we understand how enduring relationships lead to loyalty, which creates a lucrative pipeline - and that ultimately catapults you over your goals. One of the most rewarding aspects of being a sales manager in helping your team achieve - and exceed - their goals.

Our sales training solutions are designed to be more comprehensive, effective and tailored solutions available in the market - which is why our sales training team works constantly on incorporating industry trends and technological developments into our delivery methods to help your salespeople become the most effective, confident and efficient sales professionals.

The first step toward creating an improved future is developing the ability to envision it.

- Tony Dungy

What we offer at a Glance?

IN-HOUSE TRAINING

OPEN COURSES

SALES DEVELOPMENT PROGRAMS

ONLINE SALES TRAINING

L&D SUPPORT IN CREATING E-LEARNING CONTENT

BLENDED TRAINING SOLUTIONS

LEADERSHIP TRAINING MENTORING & COACHING

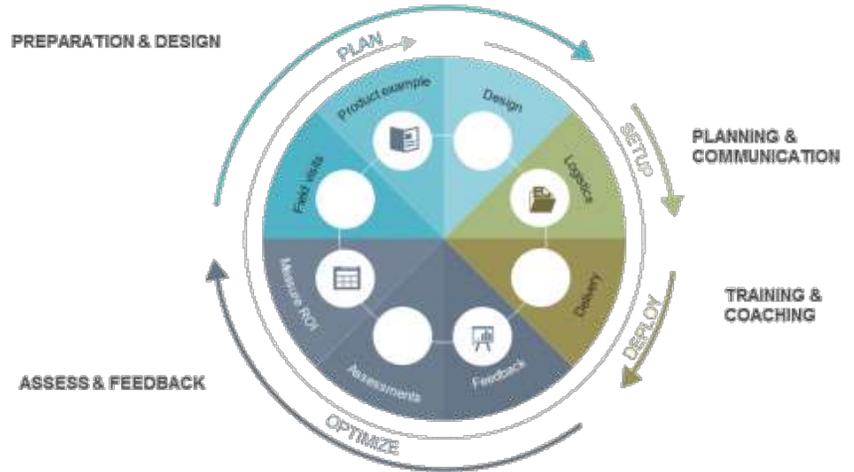
SALES TRAINING REINFORCEMENT

SALES COACHING

SALES PERFORMANCE IMPROVEMENT CONSULTING

SALES ASSESSMENTS

SALES BOOT CAMP PROGRAMS



CUSTOMISED PROGRAMS

Sales Enablement Training
 Sales Employee On boarding
 Soft Skills for Sales
 Analytical Skills for Sales
 Boot Camps

Key Account Management Training
 Strategic Account Management Training
 Sales Management Program
 Sales Leadership Program
 Customer Service Training
 Inbound Sales & Marketing Programs

Inside Sales Training
 Sales Training Programs (24)
 Digital Marketing Programs
 Social Media Marketing Programs
 On the Job Training and Mentoring Programs

How we provide Valuable Support to the Training's?

UNRIVALED INDUSTRY-LEADING POST COURSE SUPPORT

It's a complete waste of time and money if your sales people come back to work, say "It was a great 2 days" and then do nothing about it and make no changes to the way that they sell. The embedding of the learning back in the workplace is the ultimate yardstick as to whether the training will be a success or not. Here at Wowrakesh we understand this and we make the embedding of the learning a key theme all throughout the training that your sales people will receive.



PRE-COURSE QUESTIONNAIRE SENT TO ALL OF THE DELEGATES

All of your sales people will receive preprogram questionnaires so they can have an input into the training. The questionnaire looks at strengths and areas for development and also asks for any particular scenarios that the sales person would like specific help with. This also helps with "buy in" too.

UNLIMITED EMAIL SUPPORT, TELEPHONE SUPPORT & 6 MONTHS UNLIMITED ACCESS TO OUR ONLINE SALES MENTORS AND COACHES

Wowrakesh is best known for training services that includes soft skills & analytical skills for sales professionals, sales techniques, processes & methods and account management, process training, coaching, sales leadership development, skills programs, assessments, sales strategy and consulting services, and speaking/keynote engagements. Through partnership and comprehensive solutions, we leverage training to help customers effectively position their value – enabling growth, differentiation, and a higher level of partnership with their own customers.

Are you a salesperson looking for tips and techniques to increase your sales from established experts? Or perhaps you are a sales executive looking for a trainer, consultant or speaker to help lead your team or kickoff your next corporate event?

TAILORED MADE TRAINING MODULES & EXPECTED DELIVERY

Why do companies choose to work with us?

Selecting a training provider can be a daunting experience as you've got to cut through the fog of company brochures and unique selling propositions and then determine whether they are a good fit for your company and if they will really make a difference to your business!

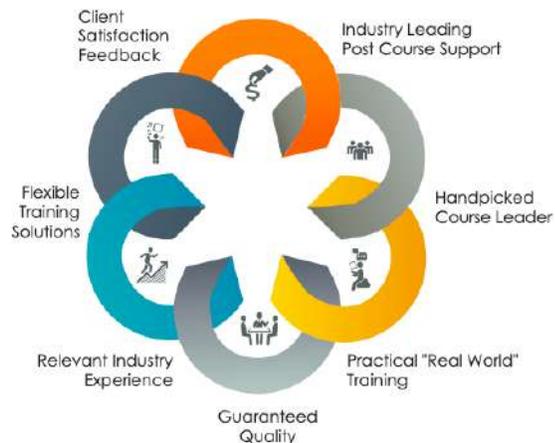
Go beyond just skills and focus on the critical attitudes, beliefs and values that inspire people to become top performers. Our approach to sales training and coaching helps people set meaningful goals, create the confidence and pride to succeed and see more in themselves than they ever thought possible.

Our training is very practical and focused on real-world sales situations and topics that your people face on a day-to-day basis.

For our Wowrakesh solutions, we'll gather a lot of information and feedback from you and your sales people for specifics on particular scenarios, so the content, materials, discussions and activities are 100% relevant!

We appreciate that it's the application of the learning that's vital, so as well as covering the techniques we always cover what your sales people should do to actually put the learning into practice when they get back to work. We will not simply just deliver an "off-the-shelf" solution.

It's important that we get to know your business. What you sell and how you currently sell it. We will want to understand your key drivers for the training. The keyword with all of this is "relevancy". Everything has to be relevant to your objectives, your company and your sales teams.



How can you get your Training Customised?

We Conduct a Needs Assessment

We Recommend Solutions

We Customise Content for Relevancy

We Design a Customised Implementation

We Establish measurement criteria

We Provide ongoing service and support

Wow learning experience through On going skiling process

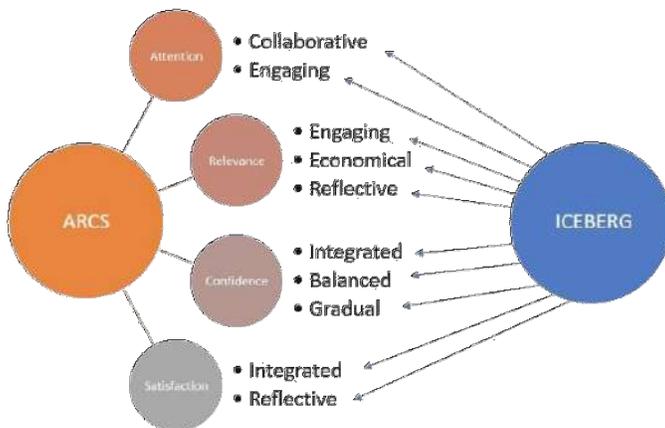
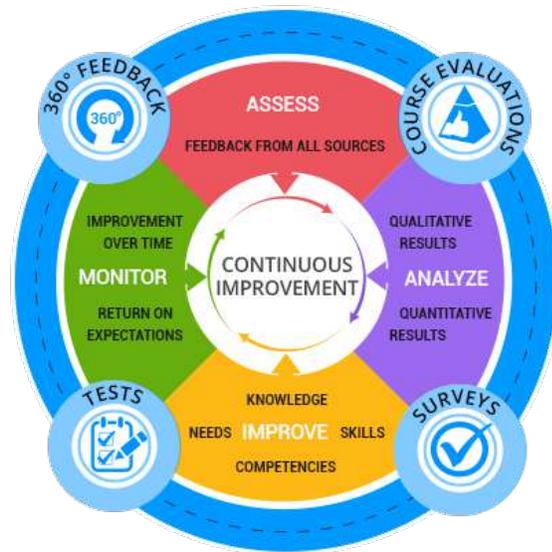
Organisational success depends upon equipping your employees with the mindset, commitment, tools and knowledge to excel in their jobs and interaction with colleagues, managers, and customers.

It's the "go to" resource for the modern day sales professional and will provide the vital and on-going "drip feed" support your people need to keep them in the zone for sustained improvement.

More than Skills & Process

Our learning solutions teach world-class selling, coaching and customer service skills. But we don't stop there! They also change mindsets, fuel inner motivation and align behaviors behind a customer-focused strategy and culture.

Everything is designed, few things are designed well. - Brain Reed



Value Based

We give people a practical, relevant way to live out your organization's values in every interaction, whether with external customers or with their colleagues, leaders and direct reports.

A different perspective can do wonders for your point of view, so does an open Mind!

Structured Follow-up

Our sequenced continuous learning approach creates accountability and ensures new behaviors stick—and so do the results. Helping customers to leverage information and technology for business advantage.

MEASURE ROT

Level 1: Reaction

Time Frame: Immediately after training

Instrument(s): Post-training survey

Measuring reaction takes place immediately following completion of a workshop or online course in the form of an online survey after the training. This survey measures participant satisfaction with the program, relevancy of the content, quality of the training delivery, the extent to which participants feel they will use the training, and whether they would recommend the training to others. Additionally, we gauge commitment to change to give you the earliest indicators of your team's willingness and plans to adopt the changes back on the job.

We deem the results of a Reaction survey positive if participants report that the training was highly relevant to the challenges that they face, that they developed key skills that will make them more effective, and that the training was deeply engaging. To ensure these outcomes, WBA Sales Performance adheres to adult learning principles in the design of its programs and uses the Socratic method of facilitation in a way that builds upon participants' prior experience.

Level 2: Sales Training Knowledge Retention

Time Frame: 1-3 months after training

Instrument(s): Assignments, Field Assessment, Participant and Supervisor Feedback

During a time period lasting one to three months after a sales training event, we track and reinforce knowledge gained from the training using several instruments, which is done both F2F and VILT Mode.

Typically, this runs for 12 weeks and can be structured as a learning game to harness the competitive spirit of the participants and drive utilization. The Retention program provides real-time, on-demand access to participants':

- Level of engagement
- Knowledge retention
- Performance on specific content through its easy-to-interpret administrative dashboard

The analytics provide actionable intelligence based on snapshots or trends over time. Data tagging allows you to analyze the data in ways that are the most meaningful to your organization. During the program, we will provide you with updates on the level of engagement and who, if anyone, from your team is falling behind in the program. After the first program, we will walk you through the results, providing you with insights into how your team has performed over time and how well they have mastered the key concepts from the workshops.

Individual performances can be scored as strong, medium, and weak, and managers can view this in addition to any other dimensions that the organization wishes to tag along with post-training data — for example, by product line, employee tenure, direct reporting relationship, and even previous employers.

The real-time performance heat map analyzes and presents data, enabling a real-time understanding of what the field knows and where it needs help and/or coaching.

Level 3: Application in the Field

Time Frame: 6-9 months after training

Instrument(s): Measure Internalized Behavior Change through observation and Supervisor Feedback

Training Solutions that Impacts Businesses.

MEASURE ROT



Internalized change is measured six to nine months after the training. To measure the internalized change in your sellers' behavior, we use Interviews, One on One and Observations of a behavior-based skill diagnostic questionnaire. This tool enables participants to receive an unbiased assessment of their selling or coaching behaviors compared to their peers and to a benchmark. The difference in pre-, and post-scoring measures behavioral lift. The situational questions are written in a specific and nuanced manner and are scored using an advanced algorithm to ensure an accurate assessment of the participant's actual behavior change.

Level 4: Business Impact

Time Frame: 12-18 months after training

Instrument(s): Attribution Analysis, Impact Studies by studying the performance and factors contributing to the same.

Measuring the impact of training on business performance occurs 12-18 months after the training event. Kirkpatrick Level 4 measures business results in accordance with the performance objectives stated at the outset. We acknowledge that many variables can impact performance. WBA Sales Performance supports clients in developing an ROI measurement strategy prior to training. We identify objectives and associated metrics for the training, isolate and validate the reliability of the client's internal metrics, pilot the training to a representative sample, capture and publish results, and adjust and enhance the training, as appropriate.

We believe that effective measurement is a continuous, real-time process and that your measurement plan should deliver actionable data that delivers increasingly valuable insights as the program progresses. We will continually analyze both leading and lagging indicators and report periodically to you on the impact of your sales training.

"We provide high-quality Training, Mentoring, Coaching and Consulting Solutions at affordable prices"

RECENT PROGRAMS



MILESTONES

- Facilitated sessions for 1,26,123 learners / participants
- Total Number of Sessions Delivered 1,600 sessions,
- More than 50 sessions at Madras Management Association
- Served 188 clients & 49 Agencies,
- Training Conduced for 35 Nationalities across 35 countries,
- Delivered sessions in Eleven different languages.

"The difference between ordinary and extraordinary is that little extra."

OUR ESTEEMED CLIENTS



"We provide high-quality Training, Mentoring, Coaching and Consulting Solutions at affordable prices"

OUR KEY UNIQUE SELLING POINT

"Wowrakesh, practical and quality training delivered by a trainer experienced in your industry is a "given". Where we really make a difference is how we help your sales people to embed and implement the learning after the course. We offer industry-leading post-course support to make this happen so you get a real, tangible return on your investment"



Wowrakesh Business Academy

WhatsApp business account

