



CUSTOMISED TRAINING PROGRAMS

We Support **Your** Business with Customised and Innovative
Learning Solutions

WHAT WE OFFER

When it comes to training programs, there is no one-size-fits-all solution that can be taken off the shelf and applied to any business. What works for a global corporate house will not work for a bootstrapped start-up and vice versa. The objectives, priorities and resources are widely different. A good intervention strategy should take this into account while driving human resource to high revenue growth.

- We help you improve competency, drive transformation, and empower growth in your organisation
- We help you plan employees' up-skilling, helping them grow in tandem with the organisation
- We can make workplace learning smarter
- We make it our responsibility to find the right mix for you out of all the possibilities in learning, no matter if they are offline or online

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We start with you, not a rule book.

Our training is simple to understand, quick to use, and easy to recall because it is practical with no theoretical models. Our programmes are real-world, immersive and feel natural. Our approach to learning is 60% more likely to become habitual than traditional training methods.

WBA supports the 70/20/10 principle of learning. We put in place an atmosphere to encourage delegates to continue evolving, socialise their wins and continue supporting each other when demonstrating new behaviours.

Our Programs range from two-hour programs to multi-day seminars and can incorporate assessment work.

RAKESH GOPINATHAN

CEO Founder



PROGRAMS



Soft Skills

Communication Skills
 Email Etiquette
 Telephone Etiquette
 Presentation Skills
 Interpersonal Skills
 Corporate Etiquettes
 Time Management
 Leadership Skills
 Team Building & Management
 Personal Grooming
 Personal Effectiveness
 Basics of MS Office Tools
 Interview Techniques
 Social Etiquette
 Bathroom Etiquette
 Corporate Etiquette
 Networking Etiquette
 Meeting Etiquette
 Telephone Etiquette
 Eating Etiquette
 Business Etiquette
 Teamwork
 Work ethic
 Responsibility
 Professionalism



Life Skills

Assertiveness
 Attitude Building
 Confidence Building
 Emotional Intelligence
 Conflict Resolution
 Interpersonal Communication
 Personality Development
 Goal Setting
 Getting Organised
 Stress Management
 Solution Orientation
 Anxiety Management
 Handling Adolescence
 Building Resilience
 Respect for Diversity
 Participation at Work
 Problem Solving
 Self Management
 Decision Making
 Negotiation
 Creativity
 Building & Sustaining Self Confidence
 Practicing Community Mindset
 Maintaining Positive Mindset
 How to Network with Purpose?
 How to Avoid Burnout?



Workplace Essentials

Appreciative Inquiry
 Business Acumen
 Business Ethics
 Business Etiquette
 Change Management
 Civility In The Workplace
 Conflict Resolution
 Customer Service
 Customer Support
 Cyber Security
 Delivering Constructive Criticism
 Developing Corporate Behaviour
 Handling a Difficult Customer



Networking Outside the Company
 Networking Within the Company
 Respect in the Workplace
 Responsibility in the Workplace
 Risk Assessment and Management
 Safety In The Workplace
 Team Building For Managers
 Teamwork And Team Building

PROGRAMS



Supervisors and Managers



Personal Development

Adult Learning - Mental Skills
 Adult Learning - Physical Skills
 Anger Management
 Attention Management
 Being A Likeable Boss
 Critical Thinking
 Emotional Intelligence
 Emotional Intelligence at Work
 Goal Setting and Getting Things Done
 Improving Mindfulness
 Improving Self-Awareness
 Increasing Your Happiness
 Job Search Skills
 Life Coaching Essentials
 Managing Personal Finances
 Managing Workplace Anxiety
 Personal Productivity
 Public Speaking
 Social Intelligence
 Social Learning
 Stress Management
 Taking Initiative
 Trust Building and Resilience
 Work-Life Balance



Budgets And Financial Reports
 Coaching And Mentoring
 Conducting Annual Employee Reviews
 Developing New Managers
 Employee Motivation
 Facilitation Skills
 Knowledge Management
 Leadership And Influence
 Lean Process And Six Sigma
 Manager Management
 Middle Manager
 Office Politics For Managers
 Performance Management
 Self-Leadership
 Supervising Others
 Team Building Through Chemistry
 Virtual Team Building And Management

Human Resources

Business Succession Planning
 Contract Management
 Crisis Management
 Developing a Lunch and Learn
 Diversity and Inclusion
 Employee Onboarding
 Employee Recruitment
 Employee Termination Processes
 Generation Gaps
 Health and Wellness at Work
 Hiring Strategies
 Human Resource Management
 Managing Workplace Harassment
 Measuring Results From Training
 Millennial Onboarding
 Office Health And Safety
 Sensitivity Training
 Talent Management
 Train-The-Trainer
 Unconscious Bias
 Universal Safety Practices
 Workplace Bullying
 Workplace Diversity
 Workplace Harassment
 Workplace Violence



Administrative Skills

Accountability in the Workplace
 Administrative Office Procedures
 Administrative Support
 Archiving and Records Management
 Basic Bookkeeping
 Business Writing
 Collaborative Business Writing
 Executive and Personal Assistants
 Meeting Management
 Organisational Skills
 Social Media In The Workplace
 Supply Chain Management

PROGRAMS



Business Skills Level II



Business Skills Level

Communication
 Assertiveness
 Charisma
 Conversational Skills
 Emotional Intelligence
 Empathy Listening
 Questioning
 Persuasions
 Negotiation
 Influencing
 Rapport Building
 Self-Awareness
 Team Working
 Presentation and Public
 Speaking Skills
 Meeting Skills

Goal Setting
 Probing Skills
 Stress Management
 Time Management
 People Management
 Conflict Management
 Online Etiquettes
 Business Writing
 Taking Ownership
 Human Resources Management
 Giving Feedback
 Change Management
 Critical Thinking
 Design Thinking
 Organising and Planning
 Coaching



Train the Trainer

Training Need Analysis
 Design and develop a Training
 Program
 Measuring Learning Effectiveness
 Learning How to Increase Learner
 Engagement
 Setting and Managing Realistic
 Expectations for Your L&D Program



Business Skills Level III

Understanding Market Place
 Understanding Workplace
 Understanding Sales Team
 Objective
 Managing Yourself Become an
 Effective Leader
 Developing Individual
 Mental Toughness
 Leading through Complex
 Workplace Activities
 Giving Briefing and Making
 Presentations
 Developing a Cultural to Support
 Innovation and Improvement
 Reflecting on Workplace
 Mentoring Skills



Outbound Training

Team Building Activities - Games
 Employee Engagement
 Overcoming Challenges
 Fun Corporate Team and Outing
 Outdoor Learning Activities
 Creativity Games
 Mystery Games
 Adventure Based Learning
 RECREATIONAL PROGRAMS
 TREASURE HUNTS
 COOKING SESSIONS
 YOGA SESSIONS
 FUN TEAM BUILDING



PROGRAMS



Sales And Marketing

Body Language Basics
 Call Center Training
 Coaching Salespeople
 Contact Center Training
 Creating a Great Webinar
 Employee Recognition
 Event Planning
 High Performance Teams
 Inside the Company
 High Performance Teams
 Remote Workforce
 In Person Sales
 Internet Marketing
 Fundamentals
 Marketing Basics
 Media And Public Relations
 Motivating Your Sales Team
 Multi-Level Marketing
 Overcoming Sales Objections
 Presentation Skills
 Proposal Writing
 Prospecting and Lead
 Generation
 Sales Fundamentals
 Servant Leadership
 Social Media Marketing
 Telephone Etiquette
 Top 10 Sales Secrets
 Trade Show Staff Training



Sales Onboarding Programs

Prepare Yourself for a Career in Sales
 Soft Skills for Sales Professionals
 Listening to Customers
 Asking Great Sales Questions
 Sales Fundamentals
 Sales Prospecting
 Presentation Skills
 Cold Calling Techniques
 Gaining Access and Appointments
 Selling with Insight
 Internal Influence and Persuasion
 Funnel Management
 Social Selling

Story Telling
 Networking
 Sales Planning
 Predicting Numbers
 Cross Selling
 Up Selling
 Sales Strategies and Approaches
 in a New World of Selling
 Sales: Closing Strategies
 Negotiation Skills
 Sales Battle Cards



Sales Training Programs

Direct Sales
 B2B Sales
 Channel Sales
 Tele Sales
 Inside Sales
 Consultative Inside Sales
 Professional Service Selling
 Solution Selling
 Consultative Selling
 Corporate Sales
 Institutional Sales
 Enterprise Sales
 SPIN Selling
 SNAP Selling
 Psychological Selling
 Challenger Selling
 Basic CRM
 Advanced CRM
 Advance Sales Pipeline Management
 Prospecting Account Strategy
 Sales Planning Strategy
 Sales Strategy for Prospecting
 GTM Strategy
 Field Sales Training
 Analyzing Sales Competition
 Persuasive Selling
 Sales Territory Management
 Sales Performance Measure &
 Reporting
 Advanced Negotiation



PROGRAMS



Other Sales Training Programs

Virtual Selling
 The Neuroscience of Selling Remotely
 The Persuasion Code: The Neuroscience for Sales
 Reframing to Overcome Sales Objections
 Purpose Driven Sales
 Cold Calling First 7 Seconds
 Lead Generation Foundation
 Craft your Sales Pitch with Competitive Differentiation
 Business Development
 Foundations: Researching Market and Customer Needs
 Closing Complex Sales
 Customer Success
 Selling to C Suite
 Selling with Empathy during Uncertain Times
 Sales Practical Techniques
 Cold Email Prospecting
 Data Driven Sales Management
 Finding the Decision Maker
 Getting Information and Asking the Right Question
 How to Know When to Walk Away
 Selling Financial Product & Services
 Selling with Authenticity
 Sales Forecasting



Market Diversification Analysis
 Sales Expansion Plan, Estimate and Forecast
 Excellence in Sales Leadership
 Leaders Leading During Time of Change
 Critical Thinking in Sales
 Design Thinking in Sales
 Sales Pipeline Management
 Data Driven Sales Management
 Building High Performance Teams
 Managing Your Sales Process
 Identifying Growth Opportunities
 Leading Teams with Empathy
 Becoming Head of Sales: Developing your Playbook
 Sales Enablement Process & Strategies

Advanced Sales Skills

Transactional selling
 Provocative selling
 Collaborative selling
 Social Selling
 Partnership Selling
 High-Pressure Selling
 Insight Selling
 Product Oriented Selling
 Account Based Marketing
 Key Account Management
 Strategic Account Management
 Tele Sales
 Tele Marketing
 Sales & Territory Management
 Business planning
 Negotiation Skills
 Sales Planning and Forecasting
 Budgeting
 Reviews and Reports



Sales Leadership Training Programs

Sales Management
 Sales Leadership 4.0
 Territory Management Review
 Critical Opportunity Approach & Review
 Sales Management Review
 Sales Forecasting & Budgeting
 Variance Analysis
 Sales Revenue and Variance Analysis

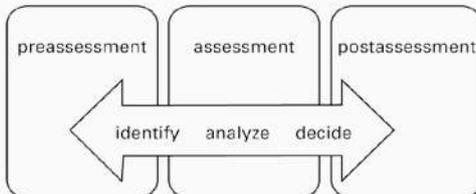


Microsoft Office Specialist (MOS)

Access Essentials
 Excel Essentials
 Outlook Essentials
 PowerPoint Essentials
 Word Essentials
 Excel Expert
 Word Expert
 PowerPoint Expert



HOW WE DO



Our training and ongoing enablement programmes are tailored to your specific needs and desired business outcomes.

WBA is a great place to start if you want to deliver an engaging, effective learning or training solution.

We provide cutting-edge learning solutions to organisations of all sizes, forming a collaborative approach from the start in order to consistently deliver quality Learning materials on time. With a plethora of training solutions at our disposal, we apply evidence-based methodology to meet the needs, design, and performance sectors of the organisation. Our team meticulously curates Learning content development solutions such as immersive learning, micro-learning, scenario-based learning, blended learning, and others

01. Meeting Clients

Understanding pain points, Pre-training analysis, Assessment report to clients.

02. WBA solutions & services

Presenting proposal, Further Discussions, Acceptance of the proposal.

03. Training Delivery

Classroom training, On the Job training, webinars, E-learning solutions.

04. Evaluation

Report & feedback submission, Continuous training as per training plan/calendar.

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