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Swan Training is a corporate training company that helps organizations to influence the skills and attitudes of their employees in order to enhance the overall performance of the organization. People are one of the most valuable resources that companies have and research indicates that world's many best companies have people as a source of a sustainable competitive advantage. We therefore believe in helping organizations to harness their people power so as to differentiate themselves from their competitors. Through our training programs, we try to transform people's behaviours and attitudes in the following areas:

- ✚ Sales, Customer support & Social Media Marketing
- ✚ Sales coaching.
- ✚ Behavioural and Leadership skills

Sales, Customer support and Social Media Marketing

Services are intangible and selling of services requires skills which are different from selling products. The intangible nature of services makes them incapable of being tested and validated before purchase unlike the products. Therefore the challenge is to convince the potential customers to take that first step of buying the service. Different Customers also seek



different kind of satisfaction from the same service. For example some of the buyers of a courier service may seek safety and security of their packages not minding the delivery time whereas others may have a specific need for faster deliveries. Sales person has to therefore first understand the consumer's mind and hence his needs and then recommend a solution which best fulfils those needs.

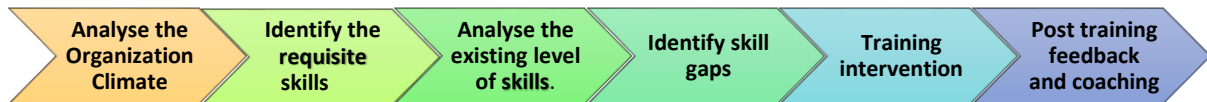
Selling of services requires a consultative approach wherein the sales person is a consultant who understands the customer more than the customer itself and offers a sustainable solution. When we say solution, it means a service which is customised and tailored to the needs of the customer. The role of a consultant is like that of a doctor, who diagnoses a problem and then offers a solution.



At Swan training we understand the unique nature of the services. We train sales teams and the customer service professionals to enhance the sales performance of the organizations and to improve the customer satisfaction and retention. We work with our clients to customise for them the skill development solutions for each of the stages of the sales process which include prospecting and winning new customers to meet revenue targets, need assessment, a winning sales pitch, customisation of a solution and growing relationship with customers. In our workshops we emphasize on building trust with customers, demonstrating credibility to them and delivering value.

Our approach

We believe that any initiative to improve the selling skills of the employees will be successful if sales is looked upon as one of the components of the organization as a whole. We therefore spend considerable time to understand the organization climate which includes understanding the nature of interdependence of sales department with other functions, structure of the sales department, the sales processes being followed, revenue goals, profile of the sales staff and also the nature of service and the profile of the customers. This approach

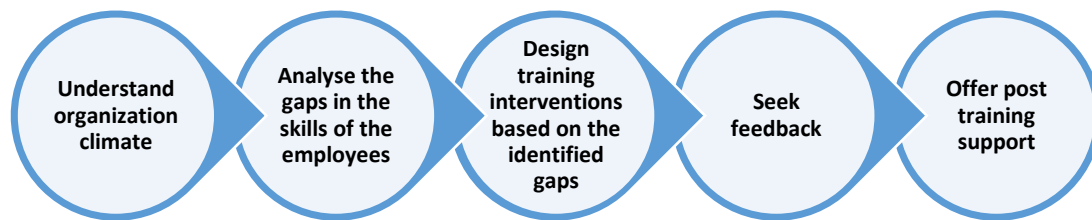


enables us to offer such training solutions that are integrated with the entire organization's goals and work in harmony with the overall systems and processes of the organization. We subsequently identify the shortcomings/areas of improvement in the skills of the employees, after we have studied the requisite skills and the existing skills possessed by them. Our training interventions are then customised based on the areas of improvement which are identified in the previous step. After the training has been delivered, we seek feedback from the participants or other stakeholders to understand if the training has brought about a desirable change in the behaviours of the sales professionals. Through our training interventions we strive to change the behaviours by inducing certain skills to bring about a sustainable change in employees .We also follow up with intensive feedback and coaching so as to enable the trainees to master and apply the newly taught behaviours.



Behavioural and Leadership skills

While working with organizations, we work on understanding the organizations goals and its expectations from the workforce. We also do an in-depth study of the roles performed by the individuals and their job functions. Given this background we analyse the gaps in the skills possessed by the individuals and we design a training intervention which fills the gap thus identified. Subsequently we seek feedback and offer post training support if required.



About us



Swan training is run by professionals who have extensive experience in handling various functions in multiple industry sectors such as logistics, travel, consulting, education, retail, Banking, software development and Business process outsourcing in senior roles. They have experience in handling Sales, people, processes and business

operations. They have gained expertise while working in the industry for almost two decades, in Indian and international markets. They are subject matter experts who also speak at various professional platforms and teach as visiting faculty at reputed management institutes, they are involved in research and writing in addition to training the corporates.

Our workshops

- Basics techniques of Selling services
- Succeeding through Consultative Selling
- Managing Key Accounts
- Delightful Customer Service
- Selling in Business to Business Markets
- Making an impactful sales pitch over the telephone
- Creating high performing sales teams
- Sales Coaching
- Communication skills for a lasting impact
- Making impactful presentations
- Negotiation for winning deals
- Building winning teams
- Social Media Marketing
- Managing Stress
- Resolving conflicts
- Interviewing skills
- Developing the leader in you
- Managing teams and delegation
- Adapting to corporate culture-Induction training for recently graduated new employees.

Our Team

Rohini Vaishnavi

Rohini is an industry professional with multifaceted skills. She has been entrepreneurial as she was involved in spearheading start-up businesses in the companies that she worked for. She started businesses from scratch and grew them to a level of profitability.

Having started her career in sales, with Blue Dart Express, as a sales executive in 1996, she went on to become the business head of a large Kuwaiti business conglomerate namely KIPCO, where she headed their training business out of Gurgaon and catered to international markets. She spearheaded their training division and acquired a considerable market share in Middle East and South Asia by the time she departed from the company. She also brought on board various business partners from United States, United Kingdom, Australia and Europe. While working for TMI India, Rohini spearheaded a new business unit for the company in South India, while being based out of Bengaluru.



Her entrepreneurial quality, business development skills, people management skills and overall ability to plan, organize and implement strategies, enabled her to win new clients in the unexplored and unknown geographic territories like Middle East, North Africa, South Asia and Southern part of India, she built the physical infrastructure for the new set ups, brought on board a brand new team and nurtured the teams to align them with the business goals of the company. While developing new markets, Rohini introduced innovative marketing strategies to penetrate those markets. She also developed systems and processes of these new businesses for smooth business operations.

Rohini, has graduated from Vlerick Business School in Belgium, where she acquired an MBA degree.

Currently, she consults organizations and trains their employees to enhance their skills at work and bring a desirable change in their attitudes and behaviours. **She has offered training solutions to clients such as Bharti Airtel Ltd, Blue Dart Express Ltd. and Tata Consultancy Services, Autodesk and Hewlett Packard, to name a few.**

Rohini also teaches as a visiting faculty at some reputed business schools. She has taught management graduates in Amity Business School, IILM and Symbiosis Institute of Business Management.

Raghunandan Reddy

Raghu is an industry professional who worked for reputed companies such as Satyam computers and 24/7 customer doing Process Consulting, Quality Management, Process Improvement and Project Management. He has handled large scale, organization wide change initiatives in IT Services, Government and Technology organizations, in India, US, South Korea and South Africa. He has program managed business process transitions in the areas of Technical Support, Customer Service and Sales Operations for clients in US, UK and Australia. He worked on business continuity planning strategy for CISCO systems in United States.



He has nurtured large teams and has been instrumental in managing change programs in multi-cultural business environment, engaging with stakeholders at all levels. Raghu has designed and facilitated the implementation and the Framework for 24/7 Management System based on ISO 9001, COPC and eSCM.

Raghu is a Certified Process Professional and a COPC Registered Coordinator. He is also ASQ Certified Manager of Quality / Organizational Excellence and a certified Six Sigma Black Belt from ASQ & ISI. He has studied eSCM Model & Evaluation Methods from ITSqc, Carnegie-Mellon University. He is also a certified Project Management Professional (PMP) from Project Management Institute (PMI).

Raghu has completed Post graduate program in business management from Indian Institute of Foreign Trade (IIFT), Delhi. He is a Phd scholar in Indian Institute of Technology (IIT) Kanpur, and his research area is Organizational Sociology. His research pertains to the dynamics of human behaviour and relationships in the organizational context.

Meenakshi Handa

Meenakshi spent more than two decades in senior roles in banking and retail sectors. She worked for companies such as Bank of Baroda, Bank of Rajasthan, Citibank Credit Cards and French multinational, Keune-The art of Hair design. She led business development and recovery functions in the banks where she worked. At Keune, she led pan India business development and marketing of their salons. Meenakshi has led large teams and nurtured people. She has been teaching MBA graduates and also counselling students to enable them to choose right careers.



Meenakshi is an MBA from IGNOU.