

# REPORT

<b>TITLE OF THE WEBINAR:</b>	Fundamentals of Personal Selling Process
<b>SCHOOL:</b>	School of Management
<b>DEPARTMENT:</b>	Management
<b>NAME OF THE ORGANIZER/S:</b>	RK University, Rajkot
<b>DATE OF CONDUCTION:</b>	06/05/2020
<b>TARGET AUDIENCE:</b>	Sales professionals   Start-ups seeking to learn personal selling   Businessman seeking to expand their business through personal selling

## Brief Details:

### 1. Objective of the program:

- To provide complete understanding to participants regarding personal selling process.
- To enhance skill of participants on various steps of personal selling process.

### 2. Brief description of the program:

Prof Nirav Mandavia has conducted the webinar on 'Fundamentals of Personal Selling Process' on 6th May 2020 from 4:00pm. Total 191 participants from academics and industry have attended the webinar. The webinar was full of real examples and helpful to solve to current challenges faced by sales professionals.

### 3. Outcomes of the program:

At the end of the webinar, Participants will:

- Understand entire personal selling process.
- Do better prospecting and qualifying, need analysis, presentation, objection handling and closing to achieve sales target.

### 4. Details of Speaker

Prof. Nirav Madavia  
Assistant Professor  
School of Management

Brief:

The webinar was delivered by Prof Nirav Mandavia. He is assistant professor at School of Management, RK University. He has total 14 years of experience which include 8 years of extensive selling experience. He has successfully, recruit, develop and retain salespeople in his career to successfully achieve sales targets. He mentored many sales people to achieve greater heights in their career.

### 5. Program Schedule

06/05/2020 | Time 3:15:00 PM to 6:30:00 PM

Registration Link: <https://rku.ac.in/events/somwebinar2>

Flyer Image:

[https://drive.google.com/open?id=1KNr5d04E\\_AhJkiO3y\\_RspVJSLvUeHKJZ](https://drive.google.com/open?id=1KNr5d04E_AhJkiO3y_RspVJSLvUeHKJZ)

## 6. Webinar Platform and Links

Platform : Youtube | Registrations: 445 | Participants: 191

Video Link(s) :

- <https://youtu.be/Ch1KbC1F3as>

Name & Signature of  
Principle  
Applicants

**(Digital signature are allowed)**

Name & Signature of  
Head of Institute with institute seal