



K L University
(Koneru Lakshmaiah Education Foundation)
Estd. u/s 3 of UGC Act 1956

Green Fields, Vaddeswaram, (via) K.C. Works P.O. - 522 502, Guntur District, A.P.
Phones: 08645-246948, 246615 ' FAX: 08645-247249, 0866-2577902
Constituent College KLCE Accredited by NAAC with CGPA 3.76/4.00
Approved by A.I.C.T.E ± Accredited by N.B.A.± ISO 9001-2000 Certified

Academic Staff College

Report on 2-day workshop on “Effective Sales and Communication Skills”

22.09.2017 to 23.09.2017

A 2-day workshop on “Effective Sales and Communication Skills” by Prof. Rama Patnaik, ASC is organised by Academic Staff College, KL University for the members of admission department, Telangana Zone from 22.09.2017 to 23.09.2017 at KLEF administration Office, Jubilee Hills, Hyderabad.

Objectives of the program:

1. Create a standard presentation for KLEF to reach target audience
2. Be aware of new marketing trends and new education paradigms
3. Enhancing presentation skills of marketing team

Training Day 1

The participants oriented towards on how to shift from product centric to customer centric selling. They were trained on articulating the specific features of KLU that can be transformed to make a benefit to the customers.

The workshop also concentrated on to help the members to become academic counsellors/advisors so that the students can be rightly oriented to choose the right course that befits them.



The customer-centric approach

Training Day 2

The participants are oriented towards a new understanding of the role as admission team so that KLU is rightly presented to the target audience.

They were appraised on their levels of communication skills and were oriented on how to overcome the limitations. Customised measures were suggested to overcome the gaps in effective communication.

Outcomes and Action Plan

1. Participants are able to identify the gap between current marketing strategy and *need of the hour*
2. They were able to articulate a customer centric sales pitch
3. A draft of KLU marketing presentation was made
4. Team was advised to prepare a standard presentation and present in the next training sessions