



Being Sales: A New Paradigm

A three day special event designed for executives, business owners and organizational leaders to create a new paradigm for sales performance.

Sales is one of the most critical functions in every organization.

Without sales, there will be no customers, no opportunity for growth, and eventually, the organization will cease to exist. Hence, it would be urgent to look at whether or not your sales function is relevant to and consistent with the current world in which organizations and businesses are operating.

If you stop to think about it, we all are always selling something to someone. CEOs are selling ideas to the Board of Directors, management is selling budget numbers to their executives, supervisors are selling the way to work or not work to their staff, employees are selling products and services to customers, and customers to their customers, parents to their children, and so on and so forth!

Most of us relate to sales as something that we do, like a set of activities which when done well, ensures sales. Our entire focus is on *doing* sales. This three day event is the opportunity to design and cause a new paradigm for sales - looking beyond doing sales, and transforming yourself into "Being Sales."

"In the last ten years, our business has multiplied seven times in terms of absolute numbers. From being a B2B company, we are now poised to reach the consumer directly to provide quality and affordable nutrition."

Suresh Rayudu Chitturi
Vice Chairman and Managing Director
Srinivasa Farms Ltd.

"During our seven-year engagement with Vanto Group, we have expanded our business many folds and opened all over India and overseas."

Anu Manglani
Founder
Meena Bazaar

Dates: November 20, 21, and 22, 2018
Times: 9:00 a.m. to 7:00 p.m.
Location: The Oberoi, Gurgaon (15 min from Delhi's airport)
Tuition: 2 lakh per person (taxes additional)
Early bird and group discounts available
(November 23 will be an opportunity to have one-on-one meetings with Vanto Leaders)

"Vanto Group's involvement has provided tremendous insights on making inter-functional teams work effectively as well as developing future leaders who could lead the company into the next decade."

Amit Syngle
Chief Operating Officer
Asian Paints Limited

Seating is limited. Early registration is recommended. Price includes course materials, lunch and refreshments.

To register, please contact Jitesh Menon or Aditi Kariwala
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"We were able to become world class in many areas of Big Data Analytics. Our products and services are being rapidly adopted by biggest Fortune 100 companies of the world."

Praveen Kankariya
Founder & Chief Executive Officer
Impetus Technologies, Inc.

Ready to create breakthrough performance?

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In the process of discovering this new paradigm, you will gain direct access to:

- Moving beyond hidden assumptions that block actions and breakthrough sales
- Having the sales function in your organization consistent to the current paradigm in which the world is operating
- Creating a new relationship to sales and selling, which gives power to you and your organization in fulfilling the vision of your organization
- Producing unprecedented sales given by the new found power and freedom in the world of Being Sales

Event Leaders

Balvinder Singh Sodhi
Country Manager – India,
Vanto Group



Balvinder Singh Sodhi is Vanto Group's Country Manager for India. He specializes in designing and implementing mission-critical initiatives to drive growth and achieve sustained breakthrough performance. He also provides individual consulting for extending leadership capability, improving organizational performance and seizing growth

opportunities. His strategic and practical insights have guided business leaders in sectors such as technology, financial services, retail, manufacturing, and education just to name a few.

Prior to joining Vanto Group, Sodhi held senior positions in Information Technology in India for more than 15 years. He was Microsoft's Financial Controller for the Indian Sub-Continent, and Finance Controller with NIIT, an international provider of premier IT education.

Balvinder Singh Sodhi is a meritorious fellow member of the Institute of Chartered Accountants of India. He holds a degree in Commerce, with honors, from Delhi University, India.

Nirav Vyas
Senior Consultant
Vanto Group



As a Vanto Group Senior Consultant, Nirav Vyas provides individual and group consulting to expand leadership capability and orienting people to fulfill their vision inside the broader organizational vision. Nirav also designs and delivers long-term breakthrough initiatives and serves as part of Vanto Group's

global Research & Development team. Under his guidance, organizations have achieved unprecedented business results in a remarkably short period of time.

Prior to joining Vanto Group, Nirav served as a scientist for a premium R & D organization, Indian Space Research Organisation (ISRO) for over 13 years. He also served as Vice President for an Indian IT firm specializing in e-commerce, web development and online marketing.

He holds a Bachelor's degree in Mechanical Engineering and an MBA in Human Resource Management as well as a post-graduate diploma in Operations Management.