



# Institute of Sales & Professional Development

The **Gold standard** of sales education



 [www.ispdhub.com](http://www.ispdhub.com)

 @ispdhub

## ■ ISPD Introduction



Institute of Sales and Professional Development is a partner in shaping high-performing professionals and **hand-holding** them towards a more satisfying career.

We observed an industry-wide problem which is – **Ignorance towards holistic sales education and smooth career building in corporates**. This led to hurting careers and left people feeling lost. It became our motivation to hand-hold young aspirants to navigate their career struggles and move forward effortlessly.

Whether you're a **recent graduate** seeking a career launchpad, a **seasoned sales professional** aiming to climb the corporate ladder, or an **entrepreneur** building your empire, our programs are just right for you. Our master faculty, coupled with a strong emphasis on **practical learning**, ensures you gain the **confidence** and **competence** to achieve your goals.

Experience the difference at ISPD. Benefit from our:

- **A-Z career development approach,**
- **Peer-to-peer learning,**
- **High-energy learning environment.**

Our programs are designed to equip you with crucial skills which young professionals like you can't compromise with, as you are ready to make your mark with **INTEGRITY & ETHICS**.

**ISO 21001:2018 certified**





At ISPD, we believe in delivering exceptional value to our students by hand-holding them towards success



## ■ Mission

At ISPD, we are on a mission to empower aspiring professionals by bridging the **gap between education and employment**, ensuring that every graduate is highly skilled and capable to thrive in **domestic and international market**.



## ■ Vision

To be recognized internationally as the **GOLD standard in ethical and professional sales education**. Committed to cultivate a community of sales leaders who successfully earn rewards & money and are also **champions of integrity**, setting a new standard for what success in sales truly means.



## ■ Our Values

### **Nurturing you is what makes us happy!**

In a world where sales are often associated with **pushy tactics and unethical practices**, our institute stands out by championing **Ethical and Professional sales skills**.

We believe that true sales success lies in earning **customer trust**. We equip you with skills and knowledge you need to live and grow your sales career with **integrity**. You will emerge as **trusted advisors, skilled communicators, and ethical professionals** who make a positive impact on their customers and are greatly rewarded as a result.

## Gaps in Indian Sales industry

- While increasing importance of sales in driving business growth, our education system has failed to equip graduates with professional sales skills.
- Majority people lack essential skills like negotiation, objection handling, and closing deals.
- Such skill gaps keep you away from all the earning & growth potential and make you struggle.



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## Soaring Demand for Sales Professionals



- India's thriving economy is creating unprecedented sales opportunities across industries.
- Companies are desperately seeking skilled salespeople to drive growth and revenue.
- Sales professionals with the right skills are commanding top salaries, leading positions and lucrative incentives.

**Industry giants like these talk about huge sales opportunities globally**

**BCG** McKinsey&Company



**NASSCOM**<sup>®</sup>

# Our Approach: Commitment to Excellence



## Let's get a career upgrade



### Engaging and Personal Attention:

Students are engaged visually, auditorily, and kinaesthetically to enhance their learning scope while having fun with not more than 10-15 students in a batch.



### Upskilling

We make sure to upgrade you so that by the end of the program, you are an evolved person.



### Internship

Offering extended exposure, practical training, mentorship, and networking opportunities.



### Certification

Get professionally certified by ISPD and the internship partner to differentiate yourself from the crowd in job market while increasing your market value.



### Peer to Peer Learning

Learn along and with your peers and build a network of professionals that stays with you



### Placement Assistance:

Our dedicated network of HR professionals secures you with Interview preparations, resume writing and arranging your interviews with leading companies of their respective industries.



### Mentoring:

We hand-hold you with 6 months of one-to-one mentorship with the coaches which helps you to handle the initial struggles while settling in a new job.



### Better earning potential:

With the Professionalism, support and value you get from ISPD, be sure of having a financially promising career in sales.

# Our Programs Are Ideal For



## Recent College Graduates

Kickstart your career with the skills and knowledge crucial for success in sales and marketing, save yourself from initial career struggles.



## Young Entrepreneur

It is crucial for a new entrepreneur to establish a credible sales practice right from the initial stage.

## Office Freshers

Enhance your professional skills with next level upgrade and advance your career prospects in the corporate world.



## Struggling Sales Professionals

Identify what mistakes stop you from shining in your career, get an upgrade and make a strong comeback

## Career Changers

Transition into a rewarding career in sales without any struggle with the entry barriers and market competition.



## Our Master Programs



### Consultative Sales & Business Development

Unlock the power of persuasion and close more deals with our comprehensive sales training program. Master the art of consultative selling and develop globally recognized sales skills.



### Leadership Development

Take the lead in your career with our leadership-training program. Learn how to build, develop, and retain high-performing teams, motivate and inspire others, and drive team results.

### Emotional Intelligence

EI can help you earn a higher salary, build a more successful business, enjoy stronger relationships, and live a happier and healthier life.



## Delivery Methods



Classroom Training



Real life scenario-based learning



Peer to peer learning



High energy & fun environment



Focus on practical learning

# Consultative Sales and Business Development



- \*Sales is no longer about pushy tactics, product dumping, or one-size-fits-all approaches.
- \*Sales today is about solving problems, building relationships, leveraging data, and advising

## What you will learn :

- Build rapport and trust with your prospects.
- Uncover your customers' deepest needs and challenges.
- Position yourself as a trusted advisor, not a salesperson.
- Showcase compelling solutions that address your customers' specific needs.
- Handle objections effectively.
- Close deals confidently with HNI clients.
- Take control of the meeting and the prospect.
- Raise the impact of your sales conversations
- CRM Training
- Soft Skills & Personality Development

## What you will achieve :

- Better Job prospects
- Greater Job Satisfaction
- Increased Sales and Income
- Improved Customer Relationships
- Networking Opportunities
- Enhanced Personal Brand
- Stronger Business Negotiation Skills
- Differentiation from Competitors
- Career Advancement Opportunities
- Adaptability to Changing Markets
- Continuous Learning and Development
- Unstoppable Confidence

**You will be confident in your ability to close deals in any industry**

The length of the course	30 Hours, Weekdays/Weekends
The format of the course	Classroom based
The inclusions	<ul style="list-style-type: none"><li>• Internship (optional)</li><li>• 6 Months 1-1 Mentorship</li><li>• Lifetime Placement Assistance</li></ul>
Certificate Title	Consultative sales and BD Professional
Course fee	<del>INR 45,000/-</del> INR 29,500/- <b>Promotional Offer</b>



**Contact for more details**

- \*Leadership is inspiring and empowering others to achieve a common goal.
- \*It's not about power or control.

## What you will learn :

- Self-Leadership & Building Your Foundation
- Core Leadership Theories & Styles
- Communication & Influence
- Strategic Thinking & Decision Making
- Building & Leading High-Performing Teams
- Innovation & Creativity in Leadership
- Leadership in Action & The Future of Work

## What you will achieve :

- Command respect and inspire devotion in your team.
- Unleash your hidden potential through deep self-discovery and personalized coaching.
- Master cutting-edge leadership strategies and unlock the secrets of effective communication, delegation, and conflict resolution.
- Develop a powerful vision for the future and guide your team with clarity and purpose.
- Become a resilient force who can overcome any obstacle and thrive in the face of adversity.
- Connect with a community of like-minded leaders who will support and challenge you on your journey.

The length of the course	30 Hours, 2 Months, Weekends
The format of the course	Virtual & Classroom based
The inclusions	<ul style="list-style-type: none"><li>• 6 Months Mentorship</li><li>• Lifetime Placement Assistance</li></ul>
Certificate Title	Transformational Leader
Course fee	<del>INR 68,000/-</del> INR 45,000/- <b>Promotional Offer</b>



Contact for more details

## Master Your Emotions, Master Your Life

- \*Do you ever feel overwhelmed by your emotions?
- \*Do you struggle to build strong relationships or communicate effectively?
- \*Do your emotions influence your decision making?

Emotional intelligence (EI) is the ability to understand, manage, and utilize your own emotions and those of others. It's a crucial skill for success in all aspects of life, from navigating personal relationships to thriving in your career.

### What you will learn :

- Foundations of Emotional Intelligence
- Self-Awareness: Knowing Your Emotional Landscape
- Emotional Regulation: Mastering Your Emotions
- Empathy: Connecting with Others on a Deeper Level
- Social Skills: Navigating Relationships with Confidence
- Applying EI in the Real World

### What you will achieve :

#### Personal Benefits:

- Enhanced Self-Awareness
- Improved Self-Regulation
- Stronger Relationships
- Increased Motivation
- Better Mental Health

#### Professional Benefits:

- Effective Leadership
- Improved Teamwork
- Stronger Client Relationships
- Career Advancement
- Conflict Resolution

The length of the course 15 Hours, Weekdays/Weekends

The format of the course Virtual

Certificate Title Emotional Intelligence Practitioner

Course fee INR 10,000/-

 [Contact for more details](#)



Simon Sayan is an ambassador of ethical practices and genuine education. He is a globally certified Transformational Coach and NLP practitioner who is one of the routes for you to unlock and upgrade your potential. He wears multiple hats of an Organizational Development Coach, an Executive Coach, a Leadership Coach, Sales Coach and a Life Coach and is approved by IAPCCT (International Association of Professional Coaches, Counsellors and Therapists) and ICF (International Coaching Federation). In addition, he is also a Master Trainer accredited to Asian College of Teachers and European International University. In his corporate stint of more than 12 years, he has been a highly recognized enabler in fortune 500 groups like TATA, Mahindra and many more. He honed his skills at a top international direct selling company, so you know he's the real deal. Stepping aside from the accreditations, this accomplished coach is not about trophies, he's passionate about helping you discover your hidden talents, turn you into a confident pro and help you to build your career, you just need to be ready to level up your game.

His mission is to empower sales professionals through career enhancing education with universal skills related to

- Ethical selling techniques
- Leadership
- Personal and Mindset
- Overall personality development
- Life skills



Having transformed 1000+ students, he is on a mission to make a strong impact in your professional career by enabling you to –

- **Achieve early Sales Success:** Skip the initial slog and launch your sales career with confidence, leaving frustration and a slow start behind.
- **Build a Dream Sales Team for your start-up:** Attract top talent and cultivate a high-performing professional squad to propel your startup's success, leaving behind low performers and team dysfunction.
- **Skyrocket Your Career:** Climb the corporate ladder effortlessly, leaving frustration and roadblocks away. Achieve your full potential and gain the power and influence you deserve.
- **Unleash Your Inner Sales Champion:** Break past limitations and become a sales superstar, leaving behind disappointing performance. Experience sales mastery and recognition by your superiors and peers.
- **Effortlessly shift into Sales Career:** Transition seamlessly into a lucrative sales career, regardless of your background, and escape a dead-end job. Embrace new opportunities, financial freedom, and a fulfilling career.

With him as your coach, you will benefit from his vast industry understanding, practical insights, and dedication to your success.

Dr. Rosy Lidia is a Master trainer, educator & writer with a decade of teaching and training experience. She is an internationally certified Learning and Development Trainer, has a triple masters specializing in Arts (English Literature and Language), Philosophy (English Literature and Language), Business Administration (Human Resource Management), and a doctorate in English literature and language. She is a passionate teacher and credits walking the talk. Her expertise extends to:

- Emotional Intelligence
- Leadership training
- Training the trainer
- Personality development
- Creative thinking
- Soft skills training and
- Interview facing skills.

With a profound understanding of emotional intelligence, she empowers individuals to recognize, understand, and manage their emotions effectively. Her programs have transformed thousands of lives, enabling participants to build stronger relationships, enhance leadership capabilities, and achieve greater professional success.

Her students often describe her as a mentor who has helped them overcome challenges, build resilience, and develop a deeper sense of self-awareness. She has assisted numerous students to gain confidence to reach their goals.

As a teacher trainer, she has inspired teachers and trainers to be a beacon of light and spread the light to all. She has published two anthologies of poetry and number of poems in national and international volumes. She is a Haggai trained leader and believes in being and becoming the change that is ought to be seen. She has won a number of awards and recognition for her academic pursuits. She is a continuous learner and a philanthropist, who always keeps inspiring and enriching young learners.



**DR. ROSY LIDIA**

## A Letter from the Heart of the Founder – ISPD.

### To our future sales leaders, innovators, and trailblazers,

It is with immense pride and boundless excitement that I welcome you. Our institute was born from passion for sales—not as a transaction, but as an art form, a science, and a catalyst for growth. I was once young graduate myself, full of ambition and ideas. I quickly learned that sales skills are the rocket fuel that can launch careers with less struggles and more growth. Whether you aspire to be an entrepreneur, a sales executive, or a leader in any field, mastering sales will equip you with the ability to influence, advise, and make a lasting impact.

### My Journey:

My own journey in the sales landscape have been filled with victories, setbacks, and countless lessons learned. Through years of dynamic experiences, I discovered that sales success is not merely about closing deals, but about creating value in people's lives and fostering genuine long-lasting connections. These experiences fuelled my desire to create an institute that empowers individuals with the knowledge, skills, and mindset to excel in this dynamic field.

### My Vision for You

I see in you the potential to transform the business landscape. Whether you are a recent graduate eager to launch your career or a young entrepreneur seeking to expand your business, I know that mastering the art of sales will give way to unimaginable opportunities. I envision a world where sales professionals are not just skilled negotiators but trusted advisors, problem solvers, and champions of lasting relationships. At ISPD, we aspire to cultivate sales professionals who are ethical, empathetic, and driven by a passion for making a positive impact.

### Our Commitment to You

At ISPD, you will find more than just courses and workshops. You will find a supportive network of mentors, peers, and placement support who are dedicated to your success. Our faculty comprises seasoned sales veterans who have walked the path you are about to embark on. They are eager to share their wisdom, insights, and real-world experiences to guide you towards your goals. We've designed a program that goes beyond textbook theory, giving you global level skills, strategies, and the unwavering support you need to succeed.

### Our Invitation to You

If you're ready to learn and reach your full potential and build a promising & prosperous sales career, we invite you to join us. Together, we'll redefine what it means to sell, to lead, and to thrive.



## **CONTACT US**

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