



Loyola  
Institute of  
Business  
Administration  
(LIBA)

*A Jesuit Business School*



**Business Clinique**

*jointly present*

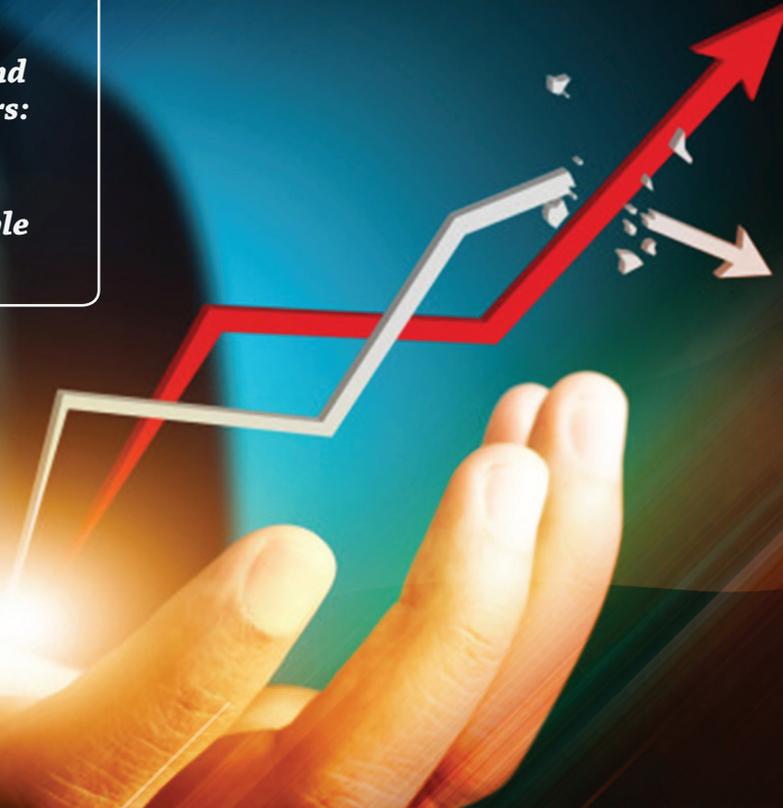
# MASTERCLASS ON STORY TELLING FOR EFFECTIVE SELLING



**Special Offer for  
LIBA Alumni,  
Industry Bodies and  
Placement Partners:**

**10%**

**Bulk offers available  
for corporates**



Since the beginning of human history storytelling has helped us to develop a picturesque sense of the world and has also enabled us to derive deeper meaning of what we see and perceive. The story telling techniques have evolved over centuries, but the power of storytelling as an effective tool that provokes a deeper sense of connection between us has stayed consistent.

Storytelling skills are vital for sale professionals since it helps them to build trust and a strong bond with the prospects. However, developing good storytelling skills and learning how to spin an experience into a story requires years of practice. There are many tried, tested and contemporary methods used by sales professionals and innovative methods are also constantly used by them for improving the craft.

The core focus of the Masterclass on Storytelling for Effective Selling is to train the middle and senior level sales professionals on using the different methods and techniques for constructing and delivering stories that can be used to convince the prospects more effectively.

## ABOUT LIBA

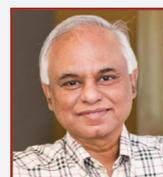
Loyola Institute of Business Administration (LIBA), Chennai, Tamilnadu, India, is a premier B-school, established in 1979 within the premises of Loyola College, to form competent and committed leaders who are ethical, principle-centred and socially responsible with a global perspective and entrepreneurial spirit. LIBA is managed by Jesuits of the Loyola College Society well-known for their outstanding contribution to higher education. LIBA stands for excellence with ethics which are the hallmarks of Jesuit business education and all its programmes and activities embody these two elements. LIBA earnestly strives to inculcate in the students the values of excellence, justice, honesty and service to the society.

## ABOUT BUSINESS CLINIQUE

Business Clinique is a team of leadership/business consulting professionals each with more than 30 years of experience. They have on board an enviable list of consultants and trainers who have been in the industry for decades. They also run standard and customised corporate training programs for their clients. Website: <https://www.businessclinique.in/>

**Resource Person: Mr. Rajesh Srivastava** | Business Coach and Leadership Trainer

**R**ajesh Srivastava holds an engineering degree from the Indian Institute of Technology, Kanpur, and studied business management at the Indian Institute of Management, Bangalore. He has over three decades of experience creating value in fields as diverse as the alcoholic beverage industry, food and commodities, personal care, lifestyle industries, and education. He has conceptualised, launched, and nurtured more than fifty products that enrich the lives of Indian consumers' every day. He has conducted customised workshops and training programs for many finest corporates including Mercedes Benz, Siemens India, Reliance Industries Ltd., IE Business School, Spain, Citibank, Credit Suisse, Godrej & Boyce, Tata Telecom, Indian Oil Corporation, ICICI Bank, Crompton Greaves, Alstom India, Marico's Ascent Foundation, AGC Networks Limited. He has published a book, 'The New Rules of Business', a National Best Seller.



<b>WHO SHOULD ATTEND</b>	: Middle & Senior level Sales and Marketing Managers
<b>START DATE</b>	: 5 <sup>th</sup> March 2022
<b>CLASSES</b>	: Saturday and Sunday
<b>NUMBER OF SESSIONS</b>	: 3
<b>LIBA CERTIFICATE</b>	: All registered participants will get joint Certificate of Completion from LIBA & Business Clinique
<b>FEE</b>	: Rs. 6,000/- plus GST for all 3 sessions
<b>MODE</b>	: Online (Webex Platform)

**For more details:**

Email: [centreforsalesexcellence@liba.edu](mailto:centreforsalesexcellence@liba.edu)