



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."

Dates: October 15, 16, and 17, 2024

Times: 9:00 a.m. to 7:00 p.m.

Location: Taj Mahal Palace & Tower, Apollo Bunder, Colaba, Mumbai-400001

Tuition: ₹ 2.5 lakhs per person (taxes additional)
Group of 8 or more: 1 scholarship | Group of 15 or more: 2 Scholarships
Group of 20 or more: 3 scholarships | Group of 25 or more: 4 scholarships
(October 18 will be an opportunity to have one-on-one meeting with Vanto Leaders)

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

To register, please contact Aditi Kariwala or Jitesh Menon
Email: akariwala@vantogroup.com, jmenon@vantogroup.com
Phone : +91 84519 99629, +91 93746 48774

Ready to create breakthrough performance?

vantogroup.com/contact

"In the last ten years, with the support of Vanto Group, we have created an extraordinary culture where integrity, trust, teamwork, alignment, strong relationships and working for the fulfillment of the unprecedented future we set out to achieve, are the key tenets of our organization."

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

"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 Executive Officer
Asian Paints Limited

"When we realized that our company was operating in silos, we used applications from The Three Laws of Performance to have cross-functional teams create unprecedented business results."

Chip Wilson
Founder Lululemon

"Running a business is a complex matter, and at the heart of any business is people. I have yet to see anything that has such a positive impact on people's ability to relate, communicate, and perform as Vanto Group has."

Paul Fireman
Former CEO
Reebok



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 is also a senior Forum Leader with Landmark Worldwide and is an integral part of the global leadership team.

As a leading expert in the work of transformation, Sodhi combines his mastery of business and finance to

bring a unique and potent blend of the two worlds of transformation and business to design and implement mission critical initiatives that are pivotal for any organization's future. His mentoring and consulting bring strategic and practical insights, guiding scores of business leaders across industries, viz technology, financial services, retail, manufacturing, education, legal advisory and commercial infrastructure.

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 honours, 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.