



## MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

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### SESSION ON “LANGUAGE AND SELLING SKILLS”

**FEBRUARY 1, 2018**

Department of Business Administration, organized a “Session on Language and Selling Skills” in Maharaja Agrasen Institute of Management Studies, New Delhi on February 1, 2018. The webinar focused on the importance of language and selling skills. It was a great learning experience for students. There was a turnout of 78 students for the webinar.

Dr. Bharti Chaudhary, Faculty MAIMS interacted with the students and elucidated about the basics of language and how it effects in selling skills. She described how your choice of language has a huge impact on your ability to sell. She further explained some skills to keep in mind while selling, like understanding what the buyer wants, use psychology to engage the buyer, establishing trust with the buyer, etc. She then spoke about the core issues that occur while selling like not being able to communicate, not listening to what the buyer wants, etc. After this, questions were raised from the participants and their queries were suitably answered. She ended the session by briefing the participants about how they can speak with clarity, be patient, keep it simple, etc while selling a product or service.

It’s a wonderful thing to drink from the minds of those who have labored long, hard and well. On behalf of the institute, Dr. Vijay Kumar Khurana, thanked her for giving us the priceless session.

