

Business Leadership Forum

Mr. Bharath BK

Section A

Topic: Business to Business selling

21/3/24

The second business leadership forum began with a welcome address by Ms. Keertana S, she introduced the speaker Mr. Bharath BK, who had 16 years of corporate experience and was an alumnus of the MPBIM 2006 – 2008 batch. The speaker took over the session. He started with a small activity to introduce the topic.

The speaker introduced the concept, history, and evolution of selling. Then he gave a glimpse into market structures, competition, and the demand condition. Moving ahead in his talk he gave touch points on the B2B segments, company turnovers, and their classification.

In the session, the speaker covered major the role players in the Indian B2B market and cited many examples. Then, there were some discussions about role players in companies' decision-making teams which included quote collectors, influencers, technical in-charge, and the head of the department. He gave certain examples of the formats of decision-making in the companies. There were certain discussions on large companies' decision-making and small companies and medium-sized companies respectively.

After taking the session through some examples the speaker gave a vital concept of B2B which is key account management. He spoke about the client's scope, sales approach, collaboration, performance measurement, and skills required to handle team selling. Moving further, the important role of the sales manager was also highlighted.

Then, the speaker moved the session towards building and developing two important skills, they are questioning and persuasion. Then, the first skill building was questioning which was demonstrated through activities. The points covered open-ended and closed-ended questions. He reiterated the importance of questioning, listening, and understanding clients' requirements. The next skill-building task was persuasion and principles of persuasion at business meetings.

The speaker set the pace for the right method to do. The next points that are delivered include reciprocity, liking, and principles of uncertainty, consistency, and scarcity model. The speaker concluded the session by introducing his company and their services and thanked the institution.

Ms. Rohini's vote of thanks concluded the session and the speaker was honoured with a memento.

Pictures of BLF



