

HOW TO **MANIFEST** **THE BEST EVER** **PERFORMANCE**

FOR IOCL RETAIL SALES



IndianOil

THROUGH
TRANSFORMATIONAL
TRAINING OF IOCL DEALERS

PRESENTED BY
DHRUVSATYA CENTER FOR PERSONAL TRANSFORMATION PVT. LTD.
(AN ISO 9001:2015 CERTIFIED ORGANIZATION)

ABOUT US

We wish to introduce ourselves as a leading consulting and training organization in India headquartered in Kolkata. We work with over 400 leading all India companies and MNCs where we impart training and consulting services. Our programs are life changing with profound transformational impact. Our sales programs have triggered outstanding performances consistently in various organizations.

OUR WORK WITH IOCL PETROLEUM DEALERS

We have so far conducted 2 day dealer training workshops for IOCL all over Eastern Region where we have covered close to 600 dealers. These programmes have been extremely successful. We have urged the dealers to take targets of 50% growth in volume and revenue over their last year's performance. Subsequent to target setting we then jointly made the granular action plan as to how these targets can be achieved.

MODULE HIGHLIGHTS

- How do I keep myself fit and motivated to achieve this target (Health and positive attitude building action plan).
- What specific actions do I need to take to keep my staff efficient, performing and motivated (Talent management action plan).
- What new and specific actions do I need to take to enhance my sales and customer connect (Lead generation and lead management action plan).
- What specific actions do I need to take to enhance my cost control and outstanding realisation (Cost control and credit management action plan).
- What specific actions do I need to take to enhance my Non fuel business expansion (Non-Fuel retail business generation action plan).
- What new action can I take to enhance the customer delight. (Enhancing customer delight action plan).
- What new action can I take to enhance my profitability. (Profitability improvement action plan).
- My vision of the RO after 1 year. (Visioning action plan).

EXPECTED OUTCOMES FROM OUR WORKSHOP

- The dealers shall become more aspirational, growth driven.
- They will learn to become more positive in their attitude and thought process.
- They will learn how to manage their business more efficiently and become more effective in their day to day operations.
- They will be able to keep their employees more motivated and hence help them become more productive.
- They will be able to save costs more will be able to enhance their sales and customer connect by organizing their database, calling them frequently, organizing events like driver meets etc, converting most of the clients to loyalty schemes and enhancing business from fleet owners.
- They will learn how to enhance their product knowledge, how to coach and monitor the performance of their customer attendants.
- They will learn how to expand their business in non fuel areas by making a business expansion plan.
- They will learn how to realize their outstandings fast and exercise better credit control.
- They will learn how to how to enhance their health, fitness and energy, how to better their Diet, lifestyle and overcome addictions.
- They will learn how to control anger and conquer stress by practicing meditation.
- They will learn how to break their fears and enhance their confidence and self esteem.

TRAINING METHODOLOGY

Our programmes are very entertaining. We show a lot of clippings from popular Hindi movies to drive home the strategies for self development-teach them how to meditate practically, how to overcome anger and addictions and think positively, make them break a wooden board Karate style which makes them break through their fears, they also do a collage which makes them envision how their ROs will look like after a year. They also participate in role plays where they learn how to communicate wrt the Loyalty schemes and the Premium Products. Also the mode of delivery is very simple, lucid that connects with them strongly and empowers them to take action. No hi flying management principles/ jargons. The overall impact therefore is profoundly transformational. Also we conduct most of these programmes at upcountry locations and they are conducted in Hindi/ Bengali as required.