

Relevel

Business Development



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About Relevel

The coming decade is one of immense **opportunity for India** with a majority of our population under the age of 35 and the growing proliferation of global technology.

For a long time, India was known as the land of outsourced opportunities. The past decade however has shown that **Indians can build global products and businesses**. This is expected to grow manifold in the coming years provided we solve for one crucial element - **skilled talent**.

Today, there is a massive divide between aspirants looking for the **right opportunities** on one side, and companies vying for the best talent on the other. Historically exposure to opportunities has been defined by one's college, degree, or who they already knew in the industry. The events over the last year have only made the situation worse.

We believe it is high time that this changes for good! We believe that hiring should depend only on your capabilities and skills, not your college degree.

Being India's **Largest Learning Platform**, democratizing knowledge and access is a core tenet of the **Unacademy Group**. We are now extending that to opportunities through Relevel by leveling the playing field for millions of Indians. We imagine a future where candidates have a transparent path to the **career of their dreams**.

At Relevel, we believe **your history doesn't matter. Your skills do**. Your network doesn't matter. You do!

All the best. We know you can crack it!

Why Business Development?

Distribution and Sales are the **bedrocks of any business**. Companies can build great products, but they need to be able to sell to be profitable!

From retail sales in FMCG to field sales in BFSI, the width of scope in sales is remarkable and has further increased with the arrival of technology and tech companies. Sales roles in industries like Ed Tech, E-commerce and SaaS have become **significant and added more roles** to the sales portfolio.

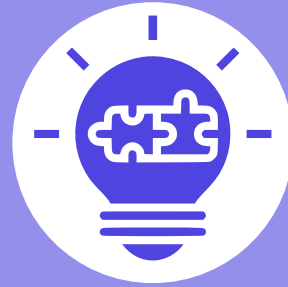
With thousands of positions open every year, sales has become a great platform to start one's career and grow into leadership roles across business.

If creating and leveraging a personal brand, negotiating everything from small to large scale contracts and closing deals in a jiffy excite you, **Business Development is the place for you** to be.

Why Relevel Courses?



180 hours of Live Learning



20 Live Business
Cases to be solved



Learn from the best in the
industry



Placement Mentoring



Periodic tests with Projected
Relevel test scores



Merit-based
scholarships

Learn: The Relevel Way



Doubt Solving Sessions

Weekly educator-led doubt solving sessions along with Teaching Assistant-led doubt solving sessions 4-5 times a week ensure that your understanding is crystal clear.



Quizzes & Assignments

Real learning happens only when we practice. Specially curated quizzes after each session for a life-long learning experience.



Periodic Proctored Tests

Track how far you have come along in your endeavour to learn through these fortnightly tests.



Dedicated Success Managers

To help you reach that finish line, and anything that comes enroute this journey.



Community Access

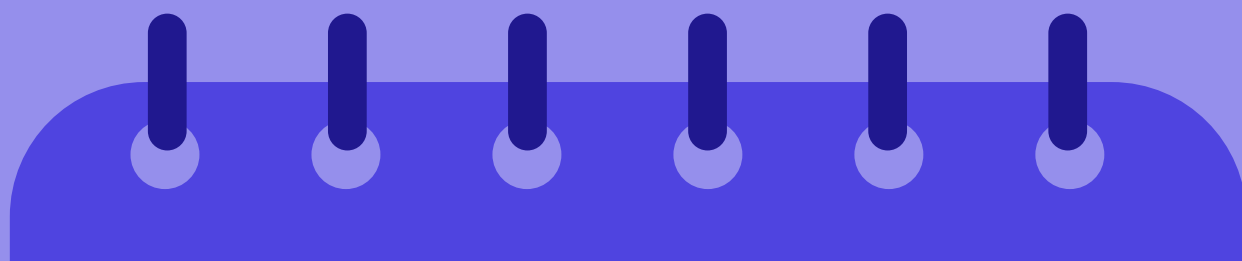
Learning by sharing. Connect with your peers and achieve your goals together.

Is this for You?

If you're looking to start your career as a Business Development Professional, or just pick up the necessary skills, you have come to the right place!



Weekly Class Schedule



MON	TUE	WED	THU	FRI	SAT	SUN
7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	Off day for practice	7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	Off day for practice	7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	11 AM - 2 PM* Session by Educator	Guest Lecture/ Event/Doubt Session with educators/ Test
8 PM - 11 PM Session by Educator		8 PM - 11 PM Session by Educator		8 PM - 11 PM Session by Educator	7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	

*Weekend session timings may change depending on the availability of the educator.

Classes by Experts



Sonia Motwani
Business Operations, BukuWarung



Ankita Agarwal
Director - Business Development , Shadowfax



Dr. Kiran Derle
CAT Preparation Expert, Freelancer



Shalini Saha
Freelance Soft Skill trainer, Freelancer

Learn from Industry Leaders



Swagatika Mishra
National Sales Head, Twinings



Harshit Vyas
Head, New Business, PristynCare

Curriculum Snippet



Module 1

Build your fundamentals right!

6 weeks

1

Personal Branding and Business Communication

Develop a head-turning personality and learn how to effectively communicate in a professional setting, thereby leaving a lasting impression in the minds of customers and business stakeholders. Course will focus on building your soft skills & personality via engaging teaching modules such as Group discussions, Extempore, Public Speaking rounds, Live debates b/w candidates etc

2

Verbal Ability

Improve your English language proficiency and writing skills to be able to clear any Sales interview

3

Numerical Analysis

There is one thing common among all Sales champions- their ability to crunch numbers for successful negotiations and faster conversions. We make sure that you learn this art early in your journey

4

Business Decision Making

Learn how to handle conflicting business situations that demand unbiased judgement and deep emotional intelligence

5

Data Interpretation and Reasoning Ability

Understand how to read datasets and draw underlying conclusions that help in analytical decision making. In addition, improve your ability to solve logical puzzles that frequently appear in the aptitude rounds of Sales interviews

6

MS Office - Excel and PowerPoint

Learn how to use the tools that are widely used in the industry to interpret data and present ideas/ information in visually pleasing and comprehensive manner

Module 2

Learn how to sell!

1 week

1

Introduction to Sales, Product Positioning, User Profiling and Segmentation

- Introduction to Sales- Type of Companies and Type of Jobs
- Career Path of a BD Manager & Successful case studies on Business Development careers
- Customer Profiling, Customer Needs assessment and User Segmentation
- Identifying the right TG, Product Targeting and Positioning
- Lead Generation Techniques and CRM

2

Developing Impactful Sales Pitches, Negotiation, Objection Handling & Closing

Acquire the skill of consultative selling which focuses on empathizing with potential customers and solving their intrinsic needs with the help of customized product USPs. Understand how to sell your product at an optimal price, creating a win-win deal for both the customer and your organization

- Delivering Impactful Sales Pitches
- Negotiation, Pricing Strategy and Discounting
- Objection Handling and Closing

Module 2

Master the FMCG Industry

1 week

3 Understand Sales in FMCG Industry

- FMCG Industry & Overview of FMCG Sales & Distribution Network. Different roles in the network & the responsibilities of each of them. FMCG selling process & supply chain understanding. Build understanding of FMCG Trade Channels like General Trade, Modern Trade, wholesale & Sub-Distribution network
- Pricing in FMCG Industry :- How to calculate Retailer Margin / Distributor Margin / Net Landing Cost. What are trade schemes and effective use of trade schemes to increase sales.
- Visibility & Merchandising Process in FMCG
- Day in life of Salesman :- Key KPIs / Incentive Structure / Use of tools / Relationship Management with Retailers.
- Role Play a Salesman :- How to pitch / handle objections / close out deals / explain different trade programs etc.
- Day in life of a Sales Officer :- Key KPIs / Incentive Structure / Team Management / Relationship Management with Distributors & Retailers. How to calculate Distributor ROI & manage Distributor ROI issues.
- Day in life of Area Sales Manager :- Key KPIs / Incentive Structure / Team Management / Relationship Management with Distributors & Retailers / Portfolio Management / Evaluating brand share in the geography / How to build brands / Sales cycle & phasing expectation in a month / Building sales strategy & sales processes / Building distribution networks .
- RolePlay of Area Sales Manager :- Closing out Quarterly sales strategy with team :- Different tools / tricks to help in selling
- Business Case Study :- Real life case study from one of the partner companies where students will work on creating sales strategy for a particular geography.

Module 2

Build command over E-commerce and EdTech 2 weeks

4 Understand Sales in E-commerce Industry

- Core Ecommerce Industry & Overview of Ecommerce Operations & structure (Amazon & Flipkart). Different roles in the network & the responsibilities of each of them. How does an Ecommerce organization function ? Ecommerce mode of operation :- Marketplace model vs Inventory led model.
- What is Ecommerce Category Management ? Difference between Category Manager Buy side role & Category Manager Sell side role ?
- Day in Life of Category Manager - Buy :- Key KPIs / Tools Needed to perform work / Relationship Management with Accounts & Account Issues / Joint Business Planning with accounts
- Day in Life of Category Manager - Sell :- Ecommerce Portfolio Management & P&L management.
- Ecommerce MarketPlace operations. Seller onboarding / Seller Account Issues / Seller Finance Issues / Seller Profitability. How can an Ecommerce seller increase his/her business
- Ecommerce Demand Planning & Importance of Instock Management in Ecommerce.
- Sales & Account Management in FoodTech :- Swiggy
- Business Case Study :- Real life case study from one of the partner companies where students will work on creating a profitable product line in one of the categories

5 Understand Sales in EdTech Industry

Understand the entire B2C sales cycle of top EdTech companies like Unacademy, Byjus and Vedantu. Become an expert in Inside Sales

- Understanding Customer Personas and User Journeys in EdTech
- Lead Prioritizing, Filtering and Disposition Mapping Using CRM tool like LeadSquared
- Value Mapping and Delivering Impactful Learner Counselling Sessions
- Zoom Sales: Counselling and Selling Your Offering Over a Video Call to Learner/ Learner Parent
- Objection Handling, Negotiating, Following Up with Leads and Closing in EdTech Industry

Module 2

Learn BFSI sales and get exposed to marketing

2 weeks

6 Understand Sales in BFSI Industry

Learn about equity and debt based products offered by leading financial institutions of the country. Post understanding the Banking products in detail, we will learn the target customer personas and selling strategies. In addition, you will also learn about different types of Insurance products and their relevance towards various customer segments. Our modules will also dig deep into corporate sales, relationship management, NRI/ HNI banking

- Understanding Top Selling BFSI Products and their Value Proposition
- Understanding BFSI Sales Channels and Promotions
- Sales Operations and Relationship Management in BFSI Industry
- Negotiating and Closing B2C/ B2B deals in BFSI
- Sales in FinTech :- Paytm Roles & CaseStudies

7 Introduction to Marketing & Marketing Basics

Now that sales learning is over. We want to end the course by providing you a flavour of marketing function so that you understand how marketing & sales intertwine & act as backbone for most of B2C businesses

- What is Marketing ? Difference between Sales & Marketing ? How both the teams work together to create value for the organization .
- Brand Positioning & Marketing Strategy | 4Ps & 3Cs case studies
- ATL & BTL | Basics of Advertising & Media Planning
- How to Build Brands :- Basics

8 Comprehensive Sales Project

Students will finish the course with a comprehensive sales GTM project. For e.g. :- Design sales strategy for a particular B2C product | Create a sales pitch for a new Digital Marketing course on Relevel. Students will be presenting to the entire group & industry leaders panel will be judging the submissions. 1:1 feedback will be provided to each individual & Top 3 candidates will get a chance to directly interview for one of the roles at partner companies

Capstone Projects

Use your learnings to solve real business problems faced by some major companies.

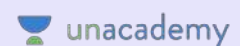
Acquiring Top Sellers for a New Entrant in the Ecommerce Business

Amazon and Flipkart have had a major share in Indian e-commerce for the past decade. Between the two of them, they dominate the majority share of sellers. You will be chosen to work with a conglomerate that has been into traditional commerce and telecom, and is now looking to enter e-commerce. You will be given the task of setting up the entire supply for the men's fashion category and devise a plan to effectively acquire the largest possible product selection from these top sellers.



Lead Prioritization in Edtech to Increase Inside Sales conversion

You are a Business Development Executive at Unacademy and have been given 200 leads by your manager. There are 10 days for an upcoming batch in IIT-JEE preparation to start but you can only call up to 10 leads per day. You have to counsel each lead over a phone call and eventually sell the most fitting subscription to the learner as per their needs. You will be required to identify the best 100 leads to call out of your lot of 200 and design a prioritization framework that focuses on maximizing sales conversion.



Acquiring General Trade Shelf Space for Niche Product

You are the Area Sales Manager at a leading FMCG company that has recently launched a premium chocolate brand that targets the top of the pyramid. How will you help the company increase distribution and convince local and retail stores to offer you their shelf space while the market is heavily saturated with established brands like Nestle and Cadbury?



Placement and Career Support

With Relevel, you can now get a job in three simple steps



Qualify the Relevel Business Development Test



Interview with a minimum of 5 companies



Receive an offer within 15 days!

paytm

yatra

CRED

meesho



shaadi.com

upGrad

Groww

GRAPHY

Course Details



Duration of the Course

3 months



Commitment Required

15 hours in a week



Course Fee

INR 35,000/-

What are you waiting for?

[Enroll Now](#)