



Late Shri. Vishnu Waman Thakur Charitable Trust's

VIVA Institute of Technology

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Department of Mechanical Engineering

Topic Name:	Myths and Truths about Working in Sales
Name of the Guest Speaker:	Mr. Akshay Pandit
Designation:	Manager
Organization/Institution:	Ziehl Abegg India
Date:	13/06/2020
Time:	10.00 Onwards

The guest lecture on the topic of myths and truths about working in sales provided valuable insights into the realities of a career in sales. The lecture aimed to dispel common misconceptions while shedding light on the true nature of sales roles and the skills required for success.

The guest speaker addressed the prevalent myth that sales is solely about being a smooth talker or having an extroverted personality. They emphasized that effective sales professionals are not just persuasive communicators but also excellent listeners who understand customer needs and provide tailored solutions. The lecture highlighted the importance of building trust and long-term relationships with clients based on integrity and mutual value.

Moreover, the guest speaker debunked the belief that sales is an individualistic endeavor. They emphasized that successful sales teams thrive on collaboration, knowledge sharing, and a supportive environment. The lecture underscored the significance of teamwork, as salespeople often work closely with marketing, customer service, and product development teams to deliver exceptional customer experiences.

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