

Shahad Anand

- **Conduct workshops to improve sales skills and enhance communication abilities**
- **Close to 20 years of experience in Sales, Strategy and Training across various organizations**

Work Experience

Sales Trainer and Communication Coach June 2023 – Till Now

I use facilitation techniques during my sessions. These are experiential and perceptive where participants undertake individual and group activities for better understanding. These workshops create awareness and hence bring about a real change in behaviour leading to significant improvement in their contribution at the workplace. The workshops are insightful, interesting and have implementable ideas.

The topics covered in Sales training workshops are:

- Getting better at prospecting and understanding prospects
- Building trust and credibility with the clients
- Handling objections
- Learning deal closure and art of negotiation

Following sessions are part of Communication workshops:

- Learning to listen better
- Dealing with difficult people and situations
- Managing inter and intra department relationships
- Becoming more empathetic

Capabilities & Development Head, Times Internet (Delhi NCR) September 2014 - October 2022

A training role with the agency team of Times group. This included:

- Product training - Undertaking interactive sessions with group agencies like Group M, DAN, OMD, IPG and IA and multiple individual agencies across India
- Work on solutions for inactive accounts - Putting together suitable options to reactivate lost business
- Periodic business analysis - Providing strategic inputs in meetings involving the top management of agencies as well as the Times group

A strategy and training role with Colombia Audience Network (CAN), the content recommendation platform of The Times group. The responsibilities included:

- Managing overall revenues for CAN through multiple business channels - Exceeded the target every year
- Providing strategic input to maximize revenue potential - There were tactical suggestions for short term gain as well as long term solutions

- Train the internal teams to pitch the product the right way - This included display ad sales teams, print ads sales teams and multiple business teams within the Times group
- Setting up partnerships with resellers outside India - Could do it successfully for Middle East and Australia

Business Development - Digital, Print & Electronic Media **April 2001 - June 2013**

- Manager, Fox International channels (Dubai): August 2010 - June 2013
- Regional Manager, Microsoft (Delhi NCR): December 2007 - June 2009
- Senior Manager, Yahoo (Delhi NCR): August 2006 – December 2007
- Deputy Manager, Outlook Newsmagazine (Delhi NCR): March 2004 - August 2006
- Senior Executive, Star India (Delhi NCR): January 2003 – March 2004
- Assistant Manager, Hindustan Times (Delhi NCR): April 2001 – December 2002

Education

Post Graduate Diploma in Marketing Management from The Times School of Marketing, Delhi (1999)
B.A. (Hons.) in Economics from Delhi University (1995-1998)

Contact Details

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