

i POWER COACHING has the expertise for

specialized professional training. We deliver these training at your infrastructure to add value addition to your firm. We also offer consultancy in the areas of Marketing, HR and Management issues and work as a team to provide practical solutions in your work environment.

WE OFFER...

1. Professional training for corporate firms, managements, marketing company executives and managers.
2. Training for colleges, and educational institutions.
3. Consultancy for corporate and marketing firms.

I TRAINING FOR COMPANIES:

- ▶ Soft skills
- ▶ Personality development
- ▶ Managerial inputs
- ▶ Management planning
- ▶ Decision making and understanding buyer behavior
- ▶ TQM and quality circles
- ▶ Office management and interpersonal skills
- ▶ Basic office ethics
- ▶ Code of conduct with relevance to corporate firms
- ▶ Correct body language and positive self esteem and development
- ▶ Managerial flaws and correction
- ▶ Managerial training
- ▶ Basic qualities of a professional
- ▶ CRM
- ▶ MIS concepts and application
- ▶ Quality control and inventory control
- ▶ Handling competition and customers

II TRAINING FOR COLLEGES:

- Interview training
- Skills in giving aptitude tests
- Personality development & soft skills.
- Communication skills and interpersonal skills
- Career guidance

III CONSULTANCY:

- ▶ Consultancy on specialized marketing strategies
- ▶ Consultancy on operational implementation
- ▶ Consultancy on team management and handling senior teams
- ▶ Consultancy on ISO grading
- ▶ Policy making of firms
- ▶ Consultancy on visual aid preparation and presentation

MARKETING TOPICS:

- ▶ Process of the controlled marketing cycle
- ▶ Wrong concept marketing
- ▶ The present scenario of customer/dealer concept and marketing
- ▶ Reasons for failure in marketing, with correct techniques
- ▶ Management Information System
- ▶ How data and MIS implementation can change the concept of marketing
- ▶ Customer/dealer handling
- ▶ Skills needed for a good marketing executive
- ▶ Handling competition positively
- ▶ Managerial flaws
- ▶ Managerial input of value

OTHER TOPICS:

- ▶ Right attitude
- ▶ Being a professional
- ▶ The secret of success
- ▶ Front office soft skills
- ▶ Making your way to the top
- ▶ Art of giving interviews
- ▶ Soft skills
- ▶ Art of communication
- ▶ Flaws in Marketing
- ▶ Career guidance
- ▶ Most important seconds in selling

(Topic details covered in the program manual)

TRAINING MODULES FROM i POWER COACHING

- SR-1 Soft Skills
- SR-2 Personality Development and Interpersonal skills
- SR-3 Correct Body Language and Positive Self Esteem Development.
- SR-4 Basic Qualities of a Professional
- SR-5 Right Attitude
- SR-6 Secret of Success
- SR-7 Art of communication
- SR-8 Managerial Inputs
- SR-9 Managerial Planning
- SR-10 Decision Making
- SR-11 Buyer Behavior
- SR-12 TQM Qualities
- SR-13 Code of Conduct in Corporate Firms
- SR-14 Managerial Flaws
- SR-15 Customer Relation Management
- SR-16 Management Information System
- SR-17 Handling Competition
- SR-18 Marketing Cycle
- SR-19 Wrong Concepts in Marketing

- SR-20 Strategic Thinking
- SR-21 Negotiating Skill Training
- SR-22 Office Management and Inter personal Skills
- SR-23 Front Table Soft Skills
- SR-24 Personal Impact Course
- SR-25 Skills needed by Marketing Executives
- SR-26 Marketing as a Career
- SR-27 OTC Products
- SR-28 Art of Giving Interviews
- SR-29 Career Guidance
- SR-30 Giving Aptitude Test
- SR-31 Change Management
- SR-32 Discipline in Schools and Colleges
- SR-33 Finishing School
- SR-34 Emergency and School Safety
- SR-35 Influence of Age on Schools
- SR-36 Growing Up
- SR-37 Time Management
- SR-38 Cultural Diversity
- SR-39 Hospitality Management for Hotel Employees
- SR-40 Hospitality Management for Airline Personnel
- SR-41 Hospitality Management for Tours and Travels
- SR-42 Hospitality Management for Recruitment Agencies
- SR-43 Hospitality Management for Service Industries
- SR-44 Stress Management
- SR-45 Leadership Development
- SR-46 Building Business Relationship Course
- SR-47 Media Skills Training Course
- SR-48 Effective HR Management
- SR-49 Essential Managerial Skills
- SR-50 Managing Top Management Offices
- SR-51 Supervisory Skills
- SR-52 Organizational Behavior
- SR-53 Business and Report Writing Skills
- SR-54 Problem Solving
- SR-55 Marketing in Recession
- SR-56 E – Marketing



PANEL OF THE TRAINERS

▶ VARGHESE WILSON

MBA, PGDMM, DHRM, Bsc

PROFESSIONAL TRAINER

- ▶ Panel Speaker for Speakers Bureau
- ▶ Author of the book "100 Managerial Flaws"
- ▶ Dale Carnegie trained

EXPERIENCE:

Total 22 years in marketing: managerial and training experience at senior levels.

- Head Marketing and Strategic (India & Overseas operations) Sitaram Ayurveda Pharmacy Ltd

Professional trainer for marketing companies, managements, corporate firms and colleges. Marketing Strategist, Management consultant, professional trainer and seminar leader, have conducted trainings in several colleges in India including CME and also group trainings internationally.

AREAS OF SPECIALIZATION:

- Marketing Consultancy
- Management Consultancy
- Professional Trainer & Seminar Leader

▶ DR. VIGNESH DEVRAJ

- ▶ Director, Sitaram Ayurveda Pharmacy Ltd.
- ▶ Dale Carnegie trained

AREAS OF SPECIALIZATION:

- Ayurveda related procedures and topics
- Doctor's profession and patient care

MODE OF PAYMENTS:

Payments to be made by cheque or cash favouring **Sitaram Research Foundation, Thrissur** Crash courses and packages with workshop could be conducted. All equipments and stationary will be provided by **iPOWER COACHING** Centre. The number of participation is flexible as per the client requirements. The training will be held at the client's venue; or at our training centre at Pathayapura Building, Trichur.

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