

# Udayan Salim Banerjee

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## Snapshot

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*Experience:* 33 years (21 years in Training / L&D and 12 years in Sales)

*Certifications:* NIS Sparta (Sales Training, Training Ops. Mgmt., Soft Skills) & TRACOM (Social Styles)

*Core Expertise:* Building Sales Capabilities (B2B/B2C). Building Leadership Capabilities, Managerial Effectiveness and Soft Skills.

*Industry:* FMCG, FMCD, Manufacturing, IT, BFSI, Education, Automotive, Telecom, etc.

*Participants:* Senior Managers, Middle Managers, First-Time-Managers / Supervisors, Individual Contributors (white collar & blue collar employees) from diverse departments, organisations & industries.

*Training Motto:* Engage-Educate-Empower

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## Training / Workshops Conducted

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### A. For Corporate Clients:

#### 1. Building Higher Sales Capabilities (B2B/B2C):

- a. Consultative Selling
- b. Direct Selling
- c. Dealer Management
- d. Key Account Management (KAM)
- e. Sales Negotiation
- f. Sales for Service Engineers
- g. Achieving Service Excellence
- h. Customer Relationship Management (CRM)
- i. Analytical Thinking / Critical Thinking for Data Analysis
- j. Communication & Presentation
- k. Sales Performance Coaching
- l. Sales Performance Assessments
- m. Train-The-Trainer

#### 2. Sharpening Soft Skills:

- a. Leadership / Managerial Effectiveness (First Time Managers & Supervisors)
- b. Team Building & Out Bound Training (OBT)
- c. Interpersonal Skills & Relationship Building
- d. Problem Solving & Decision Making (PSDM)
- e. Rational Behaviour Emotive Therapy (REBT)
- f. Creativity & Innovation
- g. Time Management / Quality Planning & Prioritising
- h. Strategic Orientation & Execution Excellence
- i. Personal Effectiveness (*Growth Mindset, Conflict Management, Influencing & Persuading, Assertiveness, Change Management, Stakeholder Management, etc.*)
- j. Interview Skills - Behavioural Event Interview (BEI)

*B. Management Institutions:*

1. Campus to Corporate Transition, Facing Interviews, Developing a Corporate Personality, etc.

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**Clients Managed**

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*A. Corporates:*

1. Automobile (*Maruti, Hero MotoCorp, Nissan-Renault, Toyota, VW, Suzuki Motorcycles*)
2. BFSI (*Emirates NBD, AmEx, IndusInd, Allianz Services, NAM-India, Bajaj Finance, ICICI Pru, EY*)
3. Construction (*DLF, Tata Projects, Case, ACC Ambuja, CB&I, KEC Int., GMR, IRB*)
4. E-Commerce (*Prop Tiger, Make My Trip*)
5. Education (*Pearson Education, Penguin Random House, ACER, Planet Spark*)
6. Energy (*Reliance Industries, Siemens Power Engineering, Indian Energy Exchange*)
7. Engineering (*Forbes Marshall, Siemens India, KHD Humboldt*)
8. Entertainment (*Sony Television, Tata Play*)
9. FMCD (*Sony, Godrej, Kutchina, Hindware, Eureka Forbes, Sheela Group, Usha Janome*)
10. FMCG (*Hindustan Unilever, Godfrey Philips India, Marico, Mother Dairy, HyFun Foods*)
11. Government (*NTPC, ONGC, SAIL, HPCL, New Delhi Municipal Corporation*)
12. IT (*HCL Tech., eClerx, Godrej Infotech, SNP, Merkur Gaming, NICE, H&R Block*)
13. Manufacturing (*Godrej & Boyce, Honda, Nilkamal, Garware Bestretch, Chambal Fert.,Roop*)
14. Pharmaceutical & Healthcare (*Glenmark, Deccan Pharma, Jagsonpal, RI RCM, SRL, Kaya, BD*)
15. Paints (*Kansai Nerolac, Asian Paints, Axalta Coating Systems*)
16. Ports & SEZ (*Adani*)
17. Renewable Energy (*Renew Power, Sunsure*)
18. Telecom (*Vodafone, Orange Business Solutions, Mahindra Comviva, Indus Towers*)
19. Travel Trade (*Thomas Cook, FCM Travel Solutions*)
20. Wines & Spirits (*Pernod Ricard, Mohan Meakin, United Spirits, AB Inbev*)

*B. Management Institutions:*

1. Symbiosis, Pune
2. OP Jindal Global Business University, Sonapat
3. Aligarh Muslim University (FMSR)
4. University of Petroleum & Energy Studies, Dehra Dun

*C. Guest Speaker:*

1. National Defence Academy, Khadakwasla
2. Rotary Club, Shahdara Delhi
3. New Delhi Municipal Council (NDMC)

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**Workshops Attended for Self Development**

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1. Result Certified Coaching (RCC) - *Neuro-Leadership Institute (ICF accredited)*
2. Leadership – *Franklin Covey*
3. The 7 Habits of Highly Effective People – *Franklin Covey*
4. The Science of Leadership
5. Decision Making & Critical Thinking
6. Mindfulness
7. Change Management
8. Rational Emotive Behaviour Therapy (REBT)
9. EI Practitioner
10. NLP Practitioner
11. Story Telling & Influencing
12. Neuroscience