PRAXISLY.in

SALES BEYOND THEORY



# PROFESSIONAL SALES ACCELERATION PROGRAM

# PSAP

AI-ENHANCED • PRACTICE-BASED • MENTOR-LED

Transforming Aspirants into

## High-Performing Sales Professionals

Learn the **Science.**
Practice the **Skill.**
Master the **Art of Selling.**

50 Hours

Weekend Offline Program

Professional Certification

## Learn. Practice. Perform.

www.praxisly.in

PRAXISLY.in

SALES BEYOND THEORY

# Why Praxisly?

## Because Sales Excellence Is Built Through Experience, Not Theory.

In today's competitive business environment, organizations seek professionals who can think strategically, communicate with confidence, and create measurable business impact. At Praxisly, we believe these capabilities are developed through continuous practice, guided mentorship, and real-world application—not by theory alone.

Our AI-enhanced, practice-based learning methodology combines industry expertise with experiential learning to create an immersive development journey. Every session is designed to strengthen sales competencies through business simulations, role plays, live case discussions, collaborative learning, and personalized feedback.

Unlike conventional training programs, Praxisly focuses on developing the mindset, skills, and execution capabilities required to perform in real customer interactions. Our objective is not simply to teach sales techniques, but to cultivate professionals who can build trust, solve business challenges, influence decisions, and consistently deliver results.




## The Praxisly Advantage

01 AI-Enhanced Learning Experience

02 Practice-Based Sales Methodology

03 Industry-Led Mentorship

04 Real Business Case Studies

05 Live Sales Simulations & Role Plays

06 Corporate-Focused Sales Frameworks

07 Personalized Performance Feedback

08 Professional Certification

09 Career & Leadership Readiness

10 Lifetime Learning Community

## Our Learning Philosophy

**Learn. Practice. Perform.**

"Because ideas don't change the world—
**people who sell them do.**"

PRAXISLY.in

SALES BEYOND THEORY

# WHY SALES NEEDS TO CHANGE



## The Way Customers Buy Has Changed. It's Time the Way We Sell Changed Too.

The world of sales has changed. Customers today are more informed, digitally connected, and expect meaningful conversations instead of traditional sales pitches.

In this environment, product knowledge alone is not enough. Sales professionals must understand customer needs, ask the right questions, communicate value clearly, and build strong relationships.

AI is also transforming sales—from research and communication to forecasting and engagement. While it improves efficiency, it cannot replace human skills like trust-building, negotiation, and influence.

This is why modern sales requires a blend of strategy, practical skills, AI support, and real-world execution.

> "Sales is no longer just about selling products.
> It's about **solving problems, building trust, and creating long-term value.**"

## FROM TRADITIONAL SELLING TO MODERN SELLING

| TRADITIONAL SALES | | MODERN SALES |
|---|---|---|
| Product Selling | Approach | Value Selling |
| Features | Focus | Solutions |
| Transaction | Relationship | Relationships |
| Intuition | Decision Making | Data & AI |
| Persuasion | Engagement | Consultation |
| Closing Deals | Outcome | Creating Long-Term Value |

### SALES BEYOND THEORY

At Praxisly, we prepare professionals for modern selling through AI-enhanced, practice-based learning and real-world simulations, building the confidence and skills needed to succeed.

The future belongs to those who **create value, build trust,** and **deliver results.**

PRAXISLY.in

SALES BEYOND THEORY

# WHY CHOOSE PSAP?



## A Learning Experience Designed for Real Sales Performance

The Professional Sales Acceleration Program (PSAP) is a structured, practice-driven learning journey designed to build confident, capable, and future-ready sales professionals by bridging the gap between knowledge and real-world execution.

Whether you are starting your sales career, advancing professionally, or growing a business, PSAP equips you with practical skills, strategic thinking, and AI-powered capabilities to succeed in today's evolving sales environment.

> "We don't just train you.
> **We transform the way you sell.**"

## WHY PROFESSIONALS CHOOSE PSAP

**01**

### AI-Enhanced Learning

Leverage AI to improve prospecting, communication, customer engagement, productivity, and sales preparation.

**02**

### Practice-Based Learning

Learn by doing through role plays, business simulations, case studies, and hands-on sales exercises.

**03**

### Expert Mentorship

Gain insights from experienced sales leaders with real-world industry expertise.

**04**

### Corporate-Focused Curriculum

Develop skills aligned with modern business expectations and industry best practices.

**05**

### Real Sales Simulations

Build confidence by practicing real customer conversations, negotiations, and closing scenarios.

**06**

### Professional Certification

Earn the Certified Professional Sales Accelerator (CPSA™) certification upon successful completion.

**07**

### Weekend Offline Learning

A flexible learning format designed for students, professionals, entrepreneurs, and business leaders.

**08**

### Career & Performance Focused

Develop the confidence, communication, and commercial skills required to achieve long-term career success.

## Learn. Practice. Perform.

Because exceptional sales professionals are developed through continuous learning, deliberate practice, and real-world experience.

PRAXISLY.in

SALES BEYOND THEORY

# PROGRAM CURRICULUM



## A Structured Learning Journey to Master Modern Sales

The Professional Sales Acceleration Program (PSAP) is built around ten carefully designed modules that develop every essential competency required for success in today's sales environment.

From building the right mindset to leveraging AI for smarter selling, each module combines expert instruction with practical application, ensuring participants learn, practice, and perform with confidence.

**01**

### SALES MINDSET & PROFESSIONAL FOUNDATIONS

Build the mindset, discipline, and professional attitude required for a successful sales career.

**02**

### CUSTOMER PSYCHOLOGY & BUYING BEHAVIOUR

Understand customer needs, decision-making drivers, and the modern buyer's journey.

**03**

### PROSPECTING & LEAD GENERATION

Learn modern prospecting strategies and build a strong pipeline consistently.

**04**

### EFFECTIVE COMMUNICATION & RELATIONSHIP BUILDING

Master communication, active listening, and relationship-building skills.

**05**

### VALUE SELLING & SOLUTION PRESENTATION

Shift from product selling to value selling and solution-focused conversations.

**06**

### NEGOTIATION & INFLUENCE

Develop negotiation strategies and influence with confidence.

**07**

### CLOSING SKILLS & OBJECTION HANDLING

Handle objections confidently and close deals with confidence.

**08**

### AI FOR SALES PROFESSIONALS

Use AI tools for research, outreach, personalization, forecasting and productivity.

**09**

### SALES SIMULATIONS & PRACTICE LABS

Apply learning through real-life simulations, role plays and feedback sessions.

**10**

### CAREER EXCELLENCE & BUSINESS IMPACT

Build a high-performance career and create measurable business impact.

"Master the skills.
Build the confidence.
**Deliver the results.**"

50 Hours

Weekend Offline Program

Professional Certification

PRAXISLY.in

SALES BEYOND THEORY

# AI-ENHANCED LEARNING

## Learn Smarter. Sell Better.

At Praxisly, we integrate Artificial Intelligence into the learning experience to help participants develop modern sales capabilities.

AI acts as a learning companion—enhancing research, preparation, communication, and productivity—while enabling professionals to make better decisions and deliver greater value to customers.

Participants learn to use AI for key sales activities such as research, customer understanding, pitch and proposal creation, communication, meeting preparation, objection handling, and sales planning.




AI enhances your capabilities.
**Your expertise closes the deal.**

# PRACTICE-BASED METHODOLOGY

## Where Learning Meets Real-World Execution

At Praxisly, we believe sales is best learned through practice, not theory.

We turn concepts into hands-on exercises that build confidence and prepare participants for real customer interactions.




**OUR EXPERIENTIAL LEARNING APPROACH INCLUDES:**

- Sales Role Plays
- Case Studies
- Business Simulations
- Team Activities
- Customer Discovery & Objection Handling
- Presentations & Feedback

"Every session follows our proven philosophy:

**LEARN. PRACTICE. PERFORM.**

Because sales excellence is achieved through continuous practice, guided mentorship, and real-world application—not by theory alone.

PRAXISLY.in
SALES BEYOND THEORY

# EARN YOUR PROFESSIONAL CERTIFICATION

Become a
Certified Professional
Sales Accelerator
**(CPSA)**

A mark of your skills.
A boost for your career.




Completion of the PSAP program

Practical sales skills with AI tools and simulations

Ongoing commitment to professional development

Industry Recognized Certification

Career Growth Accelerator

Stand Out. Stay Ahead.

**PSAP** is more than a program.
It's a career transformation journey.

PRAXISLY.in

SALES BEYOND THEORY

# MEET YOUR MENTORS



## KAFEEL MUZAMMIL KHAN A

Founder & Mentor, Praxisly

With over 15 years of hands-on experience across national and international markets, Kafeel Muzammil Khan A has built a career helping organizations strengthen sales capabilities and accelerate business growth. His expertise spans B2B, B2C, SaaS, enterprise sales, channel development, business consulting, and sales transformation across diverse industries.

As the Founder of Praxisly, he is committed to redefining sales education by bridging the gap between theory and real-world execution. His mentoring approach combines practical experience, strategic thinking, and AI-enhanced learning to develop professionals who can confidently navigate today's evolving sales landscape.

> *"Ideas don't change the world. People who sell them do."*



## NAVANEETH

Co-Founder & Mentor, Praxisly

With nearly 15 years of experience across B2B, B2C, and D2C business environments, Navaneeth has developed deep expertise in sales leadership, business development, customer acquisition, and market expansion. His experience across diverse industries has enabled him to build scalable sales strategies, strengthen customer relationships, and drive sustainable business growth.

As Co-Founder of Praxisly, he is passionate about nurturing future sales professionals through structured learning, practical guidance, and industry-driven insights. His mentoring philosophy emphasizes customer-centric selling, commercial thinking, and continuous improvement, helping participants build the confidence and discipline required to excel in today's competitive sales landscape.

> *"Great sales professionals don't just sell products— they create value, build trust, and inspire confidence."*

## AREAS OF EXPERTISE

- Sales Strategy & Business Development
- B2B, B2C & D2C Sales
- AI-Enhanced Selling
- Consultative & Solution Selling
- Sales Leadership & Team Development
- Customer Relationship Management (CRM)
- Business Growth Strategy
- Professional Mentoring & Capability Development

PRAXISLY.in

SALES BEYOND THEORY

# CAREER OPPORTUNITIES & OUTCOMES

## Build a Career That Creates Business Impact

The Professional Sales Acceleration Program (PSAP) prepares you with the practical skills, commercial mindset, and AI-enhanced capabilities required to excel in today's competitive sales landscape.

Whether you're starting your sales career, advancing professionally, or growing a business, PSAP equips you with practical skills, strategic thinking, and AI-powered capabilities to succeed in today's evolving sales environment.



> We don't just train you.
> **We transform the way you sell.**

## CAREER OPPORTUNITIES

**After completing PSAP, participants can pursue roles such as:**

- Sales Executive
- Business Development Executive
- Business Development Manager
- Inside Sales Executive
- Corporate Sales Executive
- Key Account Executive
- Relationship Manager
- Customer Success Executive
- Sales Consultant
- Territory Sales Executive
- Channel Sales Executive
- Sales Team Leader

## LEARNING OUTCOMES

**By the end of the program, you will be able to:**

- Build meaningful customer relationships
- Identify and qualify business opportunities
- Conduct effective sales conversations
- Present value-driven solutions
- Handle objections with confidence
- Negotiate and close sales professionally
- Leverage AI to improve sales productivity
- Use modern sales tools and CRM platforms
- Communicate with confidence and credibility
- Deliver measurable business results

## YOUR COMPETITIVE ADVANTAGE

Graduates of PSAP leave with more than knowledge—they gain practical experience, industry-relevant skills, professional confidence, and a recognized certification that prepares them to contribute to business growth from the very beginning.

**Sales Beyond Theory.**

Learn. Practice. Perform.

Practical Learning | Real-World Application | Expert Mentorship | Industry-Recognized Certification

PRAXISLY.in

SALES BEYOND THEORY

# FEES, SCHEDULE & ENROLLMENT




## Invest in a Skill That Creates Lifelong Opportunities

The Professional Sales Acceleration Program (PSAP) is designed to provide an industry-relevant, AI-enhanced learning experience that delivers practical skills and long-term career value.

### PROGRAM DETAILS

| | |
|---|---|
| PROGRAM | Professional Sales Acceleration Program (PSAP) |
| DURATION | 50 Hours |
| FORMAT | Weekend Offline Classes |
| LEARNING METHOD | AI-Enhanced & Practice-Based |
| CERTIFICATION | Certified Professional Sales Accelerator (CPSA) |

### INVESTMENT

LIMITED TIME OFFER

~~₹ 35,000~~ 60% OFF **₹ 19,999**

**Includes:**

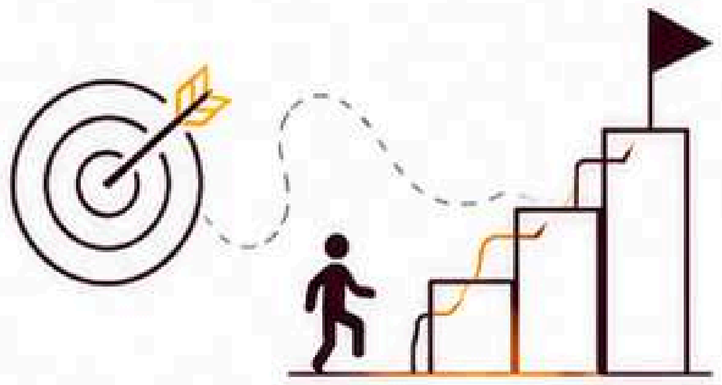
- 50 Hours of Mentor-Led Training
- AI-Enhanced Learning Sessions
- Course Materials & Resources
- Practical Exercises & Business Simulations
- Role Plays & Performance Feedback
- CPSA Certification
- Lifetime Learning Community Access

### UPCOMING BATCH




**Class Schedule:**
Saturdays & Sundays

**Seats:**
Limited to ensure an interactive learning experience



**LIMITED SEATS.**
**EARLY ENROLLMENT RECOMMENDED.**

PRAXISLY.in

SALES BEYOND THEORY

# Ideas Don't Change the World. People Who Sell Them Do.



Join **PSAP** to become a confident, high-performing sales professional.

## Contact Us


**Praxisly**

www.praxisly.in

+91 9342081057

info@praxisly.in

Chennai, Tamil Nadu


## Follow Us

LinkedIn • Instagram • YouTube • Facebook