

THE INSIGHT

WEEKLY NEWSLETTER FROM HR VIDYALAYA CORPORATE SERVICES LLP

3rd year Anniversary



HR Vidyalaya Corporate Services LLP

We take this Opportunity to thank - G.Suryanarayanan, Nitin, Priya Madam, G.Sasikala, who spearheaded the formation of this Start-Up. Thanks to M/s.CSTEP being our First Client, who had faith in us.

And All others - employees of HRV, former and current Clients, Seniors who had supported us - Mr.Dominic, Mr.Paul Tagore, Mr.Muralidharan and many others, Patrons, Readers, Friends and all those who supported us so far....

**பல வேடிக்கை மனிதரைப் போலே
நான் வீழ்வேனென்று நினைத்தாயோ?**

News Update: As per the recent amendments in PMLA Legislation, the financial transactions carried out by a relevant person on behalf of his client, during his or her profession, in relation to the following activities -

- (i) buying and selling of any immovable property;
- (ii) managing of client money, securities or other assets;
- (iii) management of bank, savings, or securities accounts;
- (iv) organization of contributions for the creation, operation, or management of companies;
- (v) creation, operation or management of companies, limited liability partnerships or trusts, and buying and selling of business entities

Shall be considered as an activity under the Act. Be conscious if you are (1) RECEIVING ADVANCE AMOUNT (2) ANY TRUST - PF, Gratuity, ESOP etc. (3) Money Movement Services for Clients.... Etc....

Disclaimer

The views and opinions expressed herein, are in no way to be considered legal or consultative advice. The expressed thoughts merely represent the respective author's opinion and for information purpose only. It cannot be treated as Legal Advice. Neither the Author nor HR Vidyalaya Corporate Services LLP makes any representation or warranties on the information published.

(Author: Anandan Subramaniam)

Are you determined to Comply with Hon'ble Supreme Court's Guidelines? Here is what you can do....

Dear Employers!

Greetings from HR Vidyalaya Corporate Services LLP, an Organization which provides Hire to Retire Solutions and conducting Specialized Programs for POSH Act, to cater the needs of the Industry.

1. Wanted to have Successful Employee Engagement, Job Satisfaction amongst Persons engage, thereby enhance Productivity on the Floor?
 2. Retain Employees (specifically Women Contributors)?
 3. Ensure Right Organizational Culture?
 4. Protect your BRAND by Conforming the Provisions of The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 and Rules 2013?
 5. Sixth of July 2023 is the Hon'ble Apex Court's due for strict adherence of the Guidelines.
 - a. What are all the Compliances under the Legislation?
 - b. Why should I Comply?,
 - c. Not Complied,
 - d. Partially Complied,
 - e. Full Complied but having Doubts,
 - f. Wanted to Assess how much I had Complied?
- 🎵 A Chance to get clarified....
 - 🎵 A Chance to get your existing team to become POSH Ambassadors (TTT Program)
 - 🎵 A Chance to get your Internal Committee / Internal Complaints Committee (under UGC POSH Act), Develop their Competencies to handle Enquiries.
 - 🎵 A Chance to Improve your Conformation under the Legislation



Full Day Classroom Session in Oragadam : For Industries and Higher Education Institutions to attend

Date & Time	: 7 th June 2023 & 09.30 am to 05.30 pm
Resources Persons	: Anandan Subramaniam (HR Vidyalaya Corporate Services LLP) Kartheka R (HR Professional and POSH Expert)
First half	: Constitution of Internal Committee Formulation of Anti-Sexual Harassment Policy Train the Trainer – Developing POSH Ambassador (TTT)
Second half	: Competency Development Program for IC/ICC members

Certificates will be issued to the participants. Session Material and Templates will be shared as PDF Document.

Kindly reach us for further details on – Registration, Participation Fee @ hr.vidyalaya@gmail.com



HR Vidyalaya Corporate Services LLP

An HR Partner – Certified by StartUp India for HR Services and Training

Rs.3,000.00 per person (inclusive of GST)
Group Discount: 4 and above as a group - 10% Discount

Chat - 1

Buyer's psychology and Sales Technique.

Industry Practice or buyers behaviour, which one is best in acquiring New Customer.

My experience in buying a product today.....



**Customer
Acquisition**

Best Sales technique

- 🎵 I am about to buy a gift to my senior colleague who has just Superannuated on 20th May 2023
- 🎵 He is an individual contributor and likes to work and deliver, alone. (though he is a good and collaborative team member)
- 🎵 I decided to give him an ALEXA (a kind of product), so that it engages him in his retirement routine. He can spend time listening to his favorite songs too, while relaxing.
- 🎵 I thought he would remember me always, when he listens (relaxes) to songs, every time.
- 🎵 As it is a new experience of buying a new electronic item, I chose not to shop online and went into a local showroom.
- 🎵 I told the Salesperson, of my wish to buy a gift for my senior colleague, for a reason & explained
- 🎵 He just took as many models as possible (different brands), displayed it and kept on talking about features of each one.
- 🎵 I could sense something missing from him during his selling brief. He is not willingly showing and explaining each product.
- 🎵 I felt like - he was hiding good products and wanted to push the Old/Outdated models to me, as I am too old (by age) to look/demand latest digital products.
- 🎵 I just asked him why he was different to me, by not giving the expected customer service.
- 🎵 He just stopped and took away all the pieces politely and started talking to me.
- 🎵 He started with the following Sales Technique, to which I was astonished with his new (successful) Sales Technique.....

His Model of Sales was:

Disrupt
Prospects
Status Quo

Create
Value

- ♪ Sales are not Linear.
- ♪ Prospect (Buyer) either buys yours or competitors.
- ♪ More than the above 2, there is one more for the determined buyer (non-determined will choose "No Option to buy now)
- ♪ As a smart Salesperson, one need to PERSUADE (disrupt their determination) to change and buy a new product (similar or more than what they propose to buy)

Introduce
unthinking
Needs

Elevate
Value

- ♪ Immediately do a Customer Research / Ask discovery question.
- ♪ Connect your solution with the identified needs of the customer.
- ♪ Ensure the customer sees no contrast of his/her/their choices.
- ♪ Tell the customer about similar experience by another customer and make yourself as his/her/their Trusted Advisor
- ♪ Create a situation where the Customer should feel that he/she/they should not miss the opportunity.

Capture
and
Negotiate

Capture
Value

- ♪ Show the Customer the need to change.
- ♪ Highlight the gap between the current (flawed approach) and the Improved new way which creates an urgency for the customer to decide.
- ♪ Focus on describing the value from buyer's perspective.
- ♪ Make the Customer a Hero - who has a problem, struggling and meets a mentor who gives a new insight with which the Hero (Customer) overcomes the problem and reaches his/her/their goal.

What happened to my case was:

- ♪ The Salesperson introduced a New Product - SMART WATCH
- ♪ Explained how it will be useful to the person who is going to get this as a Gift.
- ♪ What kind of Value it is going to add to the person - who is aged, who can have a control of his health / improve his health / make calls & receive calls / handy product / no chance of missing it (like mobile phone) and all other facilities which were expected from ALEXA is also available in Smart Watch.....
- ♪ And.... It is Cost effective.
- ♪ I actually got one for my Senior Colleague and one for me too.....

Chat - 2

Anon said.... Sales is 80% listening and 20% talking

When you talk, if the Customers attention start wandering or tends to wane, you may miss the sale

This always happens - even during a one-to-one physical meetings, which is called as Hammock Effect



Hammock
Effect in
Sales

How to overcome Hammock Effect?

- ♪ Where you start talking or presenting the customer will pay attention to the maximum
- ♪ But it will suddenly get dropped to the lowest, for no reason (or sometimes with reason)
- ♪ And at the end it is always Full, as the customer wants to close the call and remembers only what was discussed finally
- ♪ Such an effect of Hammock shape happens in all types of Sales
- ♪ One need to keep the Customer (like an Audience) with Presentation Spikes, in between
- ♪ Researchers confirms that people pay attention in the beginning (because they think the information may contribute to their survival)
- ♪ And they pay more attention at the end because they feel that they will be freed from the conversation
- ♪ How an Audience, will be alerted? The Word - In conclusion (or any similar phrase) or you wanted to recap the key points, which will wake up the brain (Researches call it as Reptile Brain)
- ♪ So to avoid such wandering / distraction and keep the audience (Customer) attention, one should "insert" Spike in the Presentation / Discussion
- ♪ Such Spikes can be Facts and Figures in between
- ♪ If it is a Product - display it and show the experience, which will excite them. If it is a Service, explain in detail
- ♪ Ask questions to the Customer - about product/services/features - keep them engaged / let them participate
- ♪ Always use the SPIKES - how the product/services will ease the work of the Customer or lessen the workload what they do now.
- ♪ Best Conversations will Win Complex Sale....
- ♪ Try your best next time....

Do You Know

Women are Restricted to work in Commercial Establishments during few hours of the day (night time)

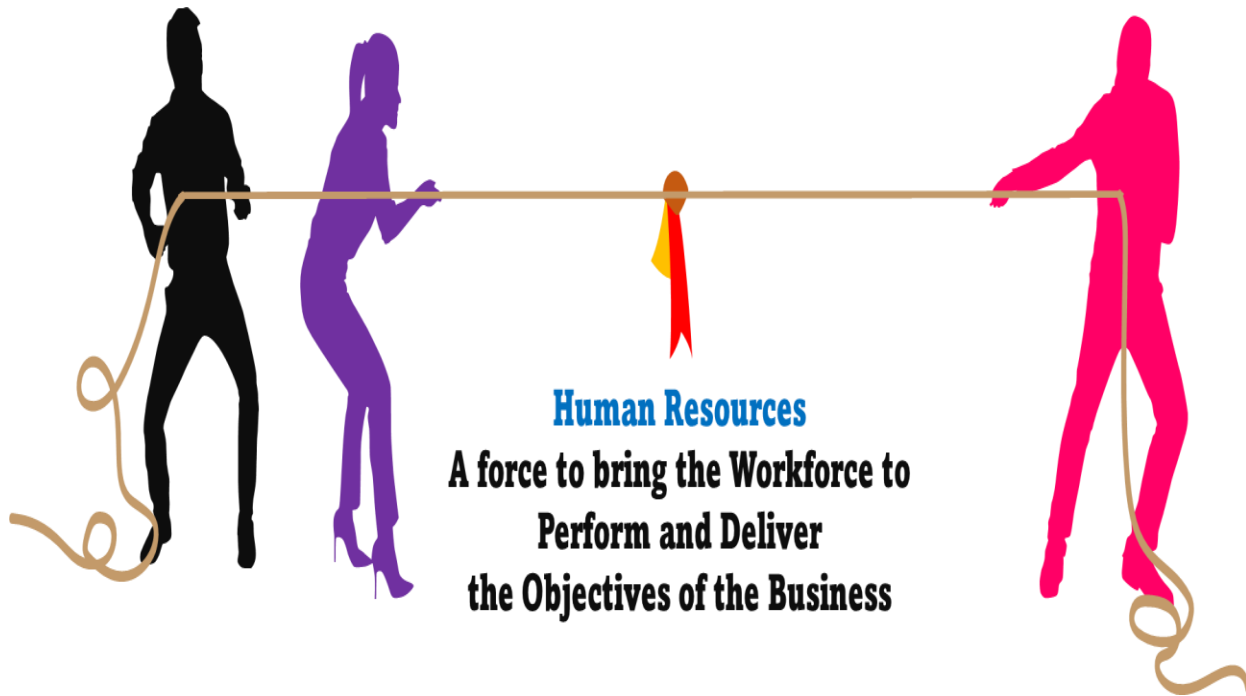
Respective State Governments permit, upon

(a) written requests

(b) application through specific forms

(c) establishments take appropriate safety and security precautions, suo moto

STATE	TIMINGS RESTRICTED COMMERCIAL ESTABLISHMENTS
ANDHRA PRADESH	8.30 pm to 6 am
ASSAM	7 pm to 6 am
BIHAR	10 pm to 8 am
CHANDIGARH	8 pm to 6 am
CHHATTISGARH	9 pm to 7 am
GUJARAT	7 pm to 6 am
HARYANA	8 pm to 6 am
HIMACHAL PRADESH	8 pm to 6 am
JAMMU AND KASHMIR	9 pm to 7 am (restricted to work only 6 hours in a day with a break of 30 minutes after 3 hours, during the permitted time)
JHARKHAND	10 pm to 8 am
KARNATAKA	8 pm to 6 am
MADHYA PRADESH	9 pm to 7 am
KERALA	7 pm to 6 am
MAHARASHTRA	9.30 pm to 7 am
NEW DELHI	9 pm to 7 am (Summer) 8 pm to 8 am (Winter)
ODISHA	10 pm to 6 am
PUNJAB	8 pm to 6 am
RAJASTHAN	10 pm to 7 am
TAMILNADU	8 pm to 6 am
TELANGANA	After 8.30 pm
UTTAR PRADESH	10 pm to 6 am
UTTARAKHAND	10 pm to 6 am
WEST BENGAL	After 8 pm
PONDICHERRY	10 pm to 8 am



The Success of every Organization depends on the performance of their Human Resources Department

If it is a Successful Organization, it tells that there is a Competent Human Resources Department. Else, it is an Ordinary Organization.

The Emerging Roadblocks for the Industries is a Dynamic Industrial Relations. Concerns are not limited to Industrial Harmony..... it is more towards Change in Nature of Work, as Workers become Operators / Technicians.

Also, the Expectation of the Workers is changing, where socially they would like to have change in their profile, wanted to be treated equally among others in the organization.

Besides the aspiration of the working class is to have better social security benefits, not only those which is mandatorily by the Government - PF, ESI and Gratuity.

The Expectations are more welfare schemes, like - Medical Insurance, Housing, Death Relief, Housing and Transportation facilities, etc.

In this highly demanding environment, HR is adopting measures which can create an effective ecosystem for a better productivity. Is your Organization following the suit?

**INTERNATIONAL HR DAY WISHES FROM
 HR VIDYALAYA CORPORATE SERVICES LLP**