



Make Clients **EAGER!** To Meet your Sales Team.

ABOUT THE PROGRAM:

The Poultry industry has seen vast changes over last few years. The very business context of industry has evolved a lot. For staying relevant and engaged with clients, it's imperative for business professionals to upskill, refresh and enhance their own knowledge skill. To address this unmet demand, Agrivet School launches a smart re-skilling program to sharpen the skill of sales and technical professionals of poultry industry through 'Industry Orientation Program: Poultry Business (Level-1)'.



To Register or to receive further information about the program please mail us at school@agrivet.in, or reach us on **+91 93300 22177**

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PROGRAM HIGHLIGHTS:

- ▶ The Program is aimed at offering a 360° view of Poultry Operation.
- ▶ All the sessions are designed to sensitize the participants about the challenges and motivators in the daily life of their clients with a variety of perspectives.
- ▶ The expected outcome of the sessions are to enable the participants to engage into more personalized and meaningful sales conversations with clients which may finally lead to solving problems for the clients.
- ▶ The sessions are delivered by eminent industry experts in a crisp, methodical, and application-orientated manner with additional focuses on practical, hands-on and immersive learning. The objective of the program is to get you to a newer level of the "Solution-Sales" approach from the current practice of "Product-Sales" orientation.
- ▶ All the sessions are planned at Agrivet School Campus that houses Agrivet Research Stations, Commercial Farms, Advanced Poultry Diagnostic Labs and a Pellet Feed Mill.



CURRICULUM INCLUDES:

- ▶ Poultry industry - an overview
- ▶ Basics of Broiler Farming, Contract Broiler Farming Modern Poultry Housing. Hands-on demonstration
- ▶ Basics of Layer Farming. Hands-on demonstration
- ▶ Basics of Breeder Farming & Hatchery Operations. Hands on demonstration
- ▶ Basics of Poultry Health. Hands on demonstration
- ▶ Basics of Poultry Nutrition and Feed Formulation. Hands-on demonstration
- ▶ Basics of Feed Milling Technology. Hands on demonstration
- ▶ Poultry Processing
- ▶ What does a customer expect from you?
- ▶ How to enhance your acceptability to your target group with Interactive session

PROGRAM SUITABILITY:

This hands-on-training program is specifically suitable for poultry sales professionals. It is explicitly designed to suit Poultry Feed Additives, Pharmaceuticals, Biologicals, Chicks, Feed, Equipments and ancillary industry professionals.

DURATION: It's a 5 day long On-campus program.



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ESSENTIAL INFORMATION:

- ▶ All IOP, SDP, FMP programs are fully residential. Delivery mode will be in person, on-campus. (except FMP Aquaculture). The HOT programs are Non-residential.
- ▶ Sessions are conducted at the Agrivet School Campus which is located at State-of-the-Art Agrivet Research Center housing Research Farms (Broiler, Layer, Breeder & Aqua), Commercial Farm, Advanced Analytical & Diagnostic Laboratories and Pellet Feed Mill.
- ▶ Agrivet School Campus is equipped with a smart classroom having interactive audio-visual display and high-speed internet connectivity.
- ▶ Individual travel & the cost of accommodation is not included in the program fees. Personalized assistance is provided through a dedicated Travel Desk. The team will assist each participant in finding appropriate accommodation in the hotels near the pick-up location at a specially contracted tariff. Alternatively, participants may book their stay on their own.
- ▶ Everyday local transportation in air-conditioned vehicles from a prefixed pick-up point to the training facility is provided. Pick-up and drop location for daily visit to Agrivet School will be informed well in advance.
- ▶ Everyday lunch, tea and snacks will be provided at the training centre.
- ▶ Study materials (Soft copy/Hard copy) and basic stationery needed for the course will be provided.
- ▶ Protective wears needed for biosecurity during entering the laboratories and Farms will be provided.
- ▶ All participants will get a Certificate of Participation after successful completion of the course.

IOP: Industry Orientation Program, SDP: Skill Development Program
FMP: Farm Management Program, HOT: Hands-on Training Program