

DO YOU WANT TO IMPROVE YOUR PERSONALITY?



Introducing

PERSONALITY DEVELOPMENT

Problem Solving Course

- Transform yourself into a confident individual
- Who can express effectively in any situation
- Learn ways to effectively communicate with employees, customers and investors
- Learn the top corporate etiquettes
- Learn to develop a winning mindset
- Learn How to build Leadership skills
- Focus on Increasing both EQ & IQ
- Learn how to Dress to Impress and carry yourself
- Learn the art of a Public Speaking

₹ 14,500 + GST

PERSONALITY DEVELOPMENT PROFESSOR

Ms. Samriti Grover

Head- Problem Solving Courses
Bada Business Pvt. Ltd.

Ms. Sakshi Mandwal

Anchor and Television Personality
Communication Skills Trainer

**DO YOU WANT TO GROW YOUR BUSINESS
MANIFOLD BY IMPROVING CUSTOMER SERVICE?**



Introducing
CUSTOMER SERVICE
Problem Solving Course

- Learn to turn customer service into Customer Delight
- Learn fundamentals of Customer service to Boost Your Business Growth ?
- Find out Customer Service KPIs that will help you measure satisfaction
- Learn the Importance of Communication & Body Language in CS
- Learn technology tools to enhance Customer Service
- Learn to Handle Difficult Customers
- Learn to use Customer Feedback For Business Strategies
- Learn importance of Omni-Channel Customer Service

₹ 12,500 + GST

**DO YOU KNOW HOW CRM CAN HELP
YOU GROW YOUR SALES BY 3X?**



Introducing

CUSTOMER RELATIONSHIP MANAGEMENT

Problem Solving Course

- Know how to scale up your business with the help of technology
- Track each and every activity of all departments
- Increase your company's efficiency
- Maintain proper record of all the data at a single platform
- Drive more sales by using modern techniques
- Increase customer satisfaction level

₹ 12,500 + GST

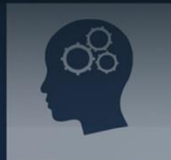
CUSTOMER RELATIONSHIP MANAGEMENT PROFESSOR

Mr. Paritosh Sharma

Vice President-
Learning & Development,
Bada Business Pvt. Ltd.



IS YOUR LACKING GROWTH DUE TO INFERIOR COMMUNICATION SKILLS?



ENGLISH FOR BUSINESS

Introducing
ENGLISH FOR BUSINESS
Problem Solving Course

- Know the 100 most common business words to improve your business communication
- Learn top English for business words to improve your email writing skills
- Learn top English for business words to improve you contract writing
- Learn top English for business words to improve your marketing communication i.e. brochure
- Learn top English for business words that can help you win Business Negotiations
- Learn top English for business words that can help you crack job interviews
- Learn top English for business words to improve your presentation skills
- Learn top English for business words to improve your landing page
- Learn top English for business words to better engage your walk in customers
- Learn top English words to crack phone interviews
- Learn top English for business words to mention in a resume
- Learn top English for business words to be used during meeting/seminar

₹ 14,500 + GST



ENGLISH FOR BUSINESS PROFESSOR

Mr. Paritosh Sharma

Vice President-
Learning & Development,
Bada Business Pvt. Ltd.

Bada Business
An Initiative By Dr. Vivek Bindra

**DO YOU WANT TO INCREASE SALES
IN YOUR BUSINESS?**



Introducing
HOW TO SELL?
Problem Solving Course

- Increase sales by 30%-40% with the help of technology
- Convert your offline sales to online sales
- Know how to handle customers objections effectively
- Learn tools & techniques to attract new customers
- Learn the right ways to pitch your product
- Learn how to follow up with old customers

₹ 14,500 + GST

HOW TO SELL? PROFESSOR

Dr Vivek Bindra
Founder and CEO
Bada Business Pvt. Ltd.

Mr. Gagan Oberoi
Vice President- Channel Sales,
Bada Business Pvt. Ltd.

DO YOU WANT TO MANAGE YOUR TIME EFFECTIVELY TO INCREASE PRODUCTIVITY & PERFORMANCE?



Introducing
TIME MANAGEMENT
Problem Solving Course

- Learn about the importance of time management
- Learn how to maintain an activity log & work list in your daily routine
- Learn how to overcome distractions in your life
- Learn how to use different time management tools like 120-minute power formula, Pareto Principle, 52/17 system, etc.
- Learn how to do effective planning
- Know how to avoid Time Wasters
- Get a massive action plan to manage time effectively

₹ 12,500 + GST

TIME MANAGEMENT PROFESSOR

Ms. Pallavi Nagpal
Professor,
Bada Business

Mr. Snehal Singh
Certified Coach

Ms. Nidhi Sethi
Image Consultant &
Soft Skills Trainer

Ms. Vandana Chandel
Professor & Media Person

Ms. Parul Tohlani
Trainer, Time Management,
Skill Development,
Behavioural Programs

Bada Business
An Initiative By Dr. Vivek Bindra

THIS COURSE PROVIDES DIFFERENT STRATEGIES, TOOLS, AND TECHNIQUES TO EFFECTIVELY MANAGE TEAMS & ENHANCE TEAM PRODUCTIVITY.



Introducing
TEAM MANAGEMENT
Problem Solving Course

- Learn the different types of teams in a company/organisation
- Develop a collaborative culture in a company/organisation
- Importance of shifting the Bell Curve to the right
- Learn how to measure the performance and potential of employees
- Learn Employee Development & Training Programs and execution
- Various Tools to design high-performance teams
- Learn how to initiate team building activities
- Learn how to manage remote teams
- Understand the role and function of team leaders

₹ 14,500 + GST

TEAM MANAGEMENT PROFESSOR

Ms. Samriti
Grover

Mr. Sunil
Chopra

Mr. Tariq
Khan

Mr. Rajneesh
Singh

Ms. Parul
Tolani

THIS COURSE IS DESIGNED TO HELP PEOPLE TO DEVELOP AND IMPROVE THEIR NEGOTIATION SKILLS. THIS COURSE HELPS YOU IN CRACKING BUSINESS DEALS BY APPLYING VARIOUS TOOLS & TECHNIQUES OF NEGOTIATION



Introducing
NEGOTIATION SKILLS
Problem Solving Course

- Learn how to develop negotiation skills in you
- Learn how to use empathy in negotiation
- Learn about various techniques of negotiation
- Learn how to convert a customer's "No" into "Yes"
- Using silence as an important tool in negotiation
- Learn how to apply high ball and low ball techniques of negotiation
- Learn how to handle emotions in negotiation
- Learn how to crack a deal in your favour
- And many more

₹ 12,500 + GST

NEGOTIATION SKILL PROFESSORS

Ms. Samriti
Grover

Ms. Pragati
Bajpai

Ms. Abha
Maryada Banerjee

Mr. Suren
Saini

Mr. Santosh
Jha

Bada Business
An Initiative By Dr. Vivek Bindra



Introducing

TELESALES & CALL CENTRE OPERATIONS

Problem Solving Course

- How to set up a call centre?
- Hiring and training of call centre employees
- Understanding the customer needs
- Preparing for telesales call
- Making call scripts for telesales
- Closing a telesales call
- Making call scripts for telesales
- Closing a telesales call

₹ 14,500 + GST

TELESALES & CALL CENTRE OPERATIONS PROFESSORS

**Ms. Samriti
Grover**

**Mr. Gagan
Oberoi**

**Mr. Manav
Ahuja**

**Mr. Varun
Harnal**

Ms. Harsimran

Bada Business
An Initiative By Dr. Vivek Bindra



Introducing
STORYTELLING FOR BUSINESS
Problem Solving Course

- How Storytelling Increases the Economic Value of Business?
- Gaining Customer's Trust through Storytelling?
- How to Retain Your Customers?
- Systematic Storytelling to Get Success
- How Brand Story Helps in Attracting Customers?
- Build a Strong Company Narrative through Storytelling
- How to Present a Story to the Audience?
- Pixar Framework for Storytelling
- Storytelling Concepts
- Storytelling Using Data and Numbers
- Storytelling for Leaders

₹ 14,500 + GST

FRANCHISING PROFESSORS

Ms. Samriti Grover

Ms. Neeta Iyer

Mr. Kedar Bhole

Bada Business
An Initiative By Dr. Vivek Bindra



Introducing
MARKET RESEARCH
Problem Solving Course

- How to Make a Research Plan
- Process of Market Research
- Different Types of Market Research
- How to devise Research Questionnaires
- Market Research in Retail, Service & Rural Industries
- How can SMEs conduct Market Research
- Market Research on Pricing, Promotion & Distribution

₹ 14,500 + GST

MARKET RESEARCH PROFESSORS

Dr. Gurpreet
Kaur

Ms. Samriti
Grover

Ms. Meena
Verma

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An Initiative By Dr. Vivek Bindra



Introducing
CORPORATE ETIQUETTES

Problem Solving Course

- Body language in a corporate environment
- Learn the art of introduction
- How to interact with colleagues?
- Meeting and phone etiquettes
- Formal writing etiquettes
- Interview etiquettes
- How to behave with female co-workers?
- Etiquettes for a team manager
- Dining & cafeteria etiquettes
- Gifting & social etiquette
- Customer service etiquette
- How to become a likeable personality?
- Benefits of inculcating correct etiquettes

₹ 12,500 + GST

CORPORATE ETIQUETTES PROFESSORS

**Ms. Samriti
Grover**

**Ms. Pallavi
Nagpal**

**Ms. Urvashi
Anand**

**Mr. Navendu
Shukla**

Bada Business

An Initiative By Dr. Vivek Bindra

**DO YOU WANT TO LEARN HOW TO GENERATE LEADS
THROUGH ORGANIC DIGITAL MARKETING?**



Introducing

DIGITAL MARKETING PART-1

Problem Solving Course

- Learn the role of digital marketing in achieving your business goals
- Learn the difference between traditional marketing and digital marketing
- Learn how to share a story to reach the target audience
- Learn how to create a Facebook page, LinkedIn profile, YouTube channel, and Twitter profile for your business
- Learn Search Engine Optimization (SEO) and its execution in your business
- Learn how to create a social media marketing team for your business
- Learn how to earn money from different social media channels

₹ 19,500 + GST

DIGITAL MARKETING PROFESSOR

Mr. Paritosh Sharma
CLO, Bada Business

Mr. Ishan Manchanda
Cofounder, Takshila

Digital Marketing



Introducing **DIGITAL MARKETING (PART-2)** Problem Solving Course

- The importance of performance marketing for business growth
- How to use Google platforms and tools for business benefits
- Google AdWords for search and display marketing
- How to generate leads through social media
- Use of Pixel for conversion, tracking, and remarketing
- Make your business ready for mobile marketing
- Learn what is growth hacking
- E-mail marketing and E-commerce marketing
- Learn how to do successful affiliate marketing
- Generate revenue using Google AdSense
- And many more

₹ 19,500 + GST

DIGITAL MARKETING PROFESSORS

Mr. Ishan
Manchanda

Ms. Devna
Maheshwari

Ms. Samriti
Grover

Mr. Hrishikesh
Roy

HOW TO USE WHATSAPP TO GROW YOUR BUSINESS?



Introducing

WHATSAPP MARKETING

Problem Solving Course

- Learn to generate and nurture leads through whatsapp marketing
- Convert leads into sales through through WhatsApp marketing and grow your business
- Learn to maintain relationships with existing customers through WhatsApp marketing automation
- Learn to use features of WhatsApp business account for effective low-cost marketing
- Learn to increase engagement with customers easily with other features like payments, cataloging
- Learn to collaborate in real-time with clients by learning to link Google sheets with WhatsApp

₹ 14,500 + GST



WHATSAPP MARKETING PROFESSOR

Mr. Sanjeev Jain

Founder at CEOITBOX

**DO YOU WANT TO INCREASE
YOUR PRODUCTIVITY USING GMAIL?**



Introducing
G-MAIL BASICS
Problem Solving Course

- Learn how to create a Gmail account
- Learn the different e-mail formatting techniques
- Learn the art of follow-up on e-mails
- Learn how to use voice to type your emails
- Learn how to translate e-mails to regional languages
- Learn how to organise your e-mails
- Learn the different productivity hacks of Gmail

₹ 14,500 + GST

G-MAIL BASICS PROFESSOR
Mr. Sujit Bhattacharjee
Trainer, CEOITBOX

This course is Designed to Explain & Practically Demonstrate How to Calculate, Organise, & Manage Data using Excel. The Course also Highlights the Application of Excel in Creating Professional Reports & Dashboards to Calculate Employees' Productivity.



Introducing
LEARNING EXCEL

Problem Solving Course

- Learn how to work on an Excel Worksheet
- Ways to Format Data in Excel
- Learn how to Customize Excel Worksheets
- Different formulas and short cuts in Excel to make Calculation Easier
- Learn how to Insert Tables, Charts, and Images in Excel for Presentation Purposes
- And many more

₹ 10,500 + GST

LEARNING EXCEL PROFESSOR

Ms. Samriti Grover

Mr. Raj Singh



Introducing
ADVANCE EXCEL
Problem Solving Course

- Learn how to use What-if, LOOKUP, INDEX, and various other Advance functions of Excel
- Learn how to use the Data validation function of Excel
- Learn how to make reports using Excel
- Learn how to use Pivot tables and charts in Excel
- Importance of Advanced filters of Excel
- Learn how to do Advanced Sorting
- Learn how to Import data in Excel

₹10,000 + GST

ADVANCE EXCEL PROFESSORS

Mr. Amit
Goyal

Mr. Navendu
Shukla

THIS COURSE EXPLAINS HOW TO USE GOOGLE DRIVE EFFICIENTLY TO SECURE YOUR DATA,
COLLABORATE WITH TEAMS AND RUN YOUR BUSINESS SMOOTHLY.



Introducing
GOOGLE DRIVE
Problem Solving Course

- Learn the basics of Google Drive
- Learn how to create and share folders/files in Google Drive
- Understand the file management module
- Benefits of advance search in Google Drive
- Learn how to upload bulk files and folders
- And many more

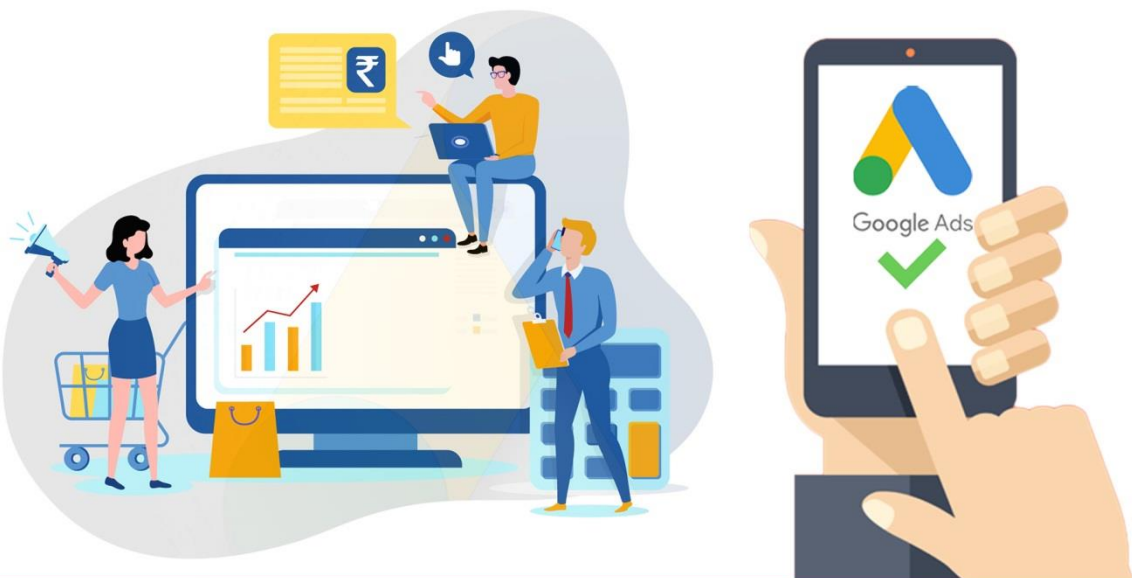
₹10,500 + GST

PERSONALITY DEVELOPMENT PROFESSORS

Ms. Samriti Grover

Mr. Sujit Bhattacharjee

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Introducing
GOOGLE ADS - MARKETING
Problem Solving Course

- Importance of Google Ads for Business
- Creating a Google Ads Account?
- How to Create Google Search Ad Campaigns?
- Selecting the Right Keywords
- How to Create a Google Ads Account?
- Google Ads Dashboard - Tools and Settings
- How to Create a Display Campaign in Google Ads?
- How to Create and Promote Videos on YouTube?

₹ 12,500 + GST

FRANCHISING PROFESSORS

Mr. Navendu Shukla

Ms. Devna Maheshwari

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THIS COURSE PROVIDES VARIOUS TOOLS AND TECHNIQUES TO CREATE ATTRACTIVE AND SUCCESSFUL POWERPOINT PRESENTATIONS THAT WILL HELP YOU FOR LIFE



Introducing

DESIGNING CREATIVE POWERPOINT PRESENTATIONS

Problem Solving Course

- Learn how to create & use templates in PPT
- Learn page setup and taking printouts
- Learn how to present a slideshow
- Uploading PowerPoint presentations on YouTube
- Insert slides and shapes in a presentation
- Learn how to create powerful content for a presentation
- Learn how to use pictures, videos, and SmartArt in a presentation
- Learn how to use animation in a presentation
- Learn how to merge and view multiple presentations
- And many more

₹10,500 + GST

DESIGNING CREATIVE POWERPOINT PRESENTATIONS PROFESSORS

Ms. Samriti Grover

Mr. Raj Singh

Bada Business

An Initiative By Dr. Vivek Bindra



Introducing

INVENTORY MANAGEMENT SYSTEM

Problem Solving Course

- How to set-up a Google Sheet for inventory management?
- How to locate the IMS (Inventory Management System) Sheet?
- How to share IMS Sheet with employees?
- Creating product master & other masters
- Making daily ledger entries
- How to do dispatch planning?
- Making dispatch challans
- Understanding the dashboard
- Protecting IMS Sheet from unwanted changes

₹ 14,500 + GST

INVENTORY MANAGEMENT SYSTEM PROFESSOR

Mr. Sanjeev Jain

Bada Business
An Initiative By Dr. Vivek Bindra



Google Sheets



Introducing
GOOGLE SHEET BASICS
Problem Solving Course

- Basic setting of a Google Sheet
- How to use formulas in a Google Sheet?
- How to format text and numbers in Google Sheet?
- Advanced features of Google Sheet
- Filter data in a Google Sheet?
- Sharing features of Google Sheet

₹10,000_{+GST}

GOOGLE SHEET BASICS PROFESSORS
Ms. Samriti Grover | Mr. Sujit Bhattacharjee

THIS COURSE PROVIDES DIFFERENT STRATEGIES, TOOLS, AND TECHNIQUES TO EFFECTIVELY DESIGN AND EXECUTE A SUCCESSFUL EMAIL MARKETING CAMPAIGN. THE COURSE WILL ENABLE YOU TO SUCCESSFULLY AUTOMATE YOUR EMAIL MARKETING PROCESS FOR BETTER REACH AND RESULTS.



Introducing
EMAIL MARKETING
Problem Solving Course

- Different types of marketing emails
- Step by step process of email marketing
- Learn building an email list of targeted customers
- How lead magnets can help you get customer email ids
- Learn how to segment your customer mailing list
- Learn how to increase email open rate
- Designing creative emails using Canva
- Email automation using Mailchimp
- Understand the role of A/B testing in email marketing strategy
- Learn how to optimise email campaigns using analytics

₹ 14,500 + GST

PERSONALITY DEVELOPMENT PROFESSORS

Ms. Samriti Grover | Mr. Niloy Jain

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An Initiative By Dr. Vivek Bindra