



**National Institute for Micro, Small and Medium Enterprises (ni-msme)**

**WORKSHOP ON  
REDEFINING B2B SELLING PROCESS IN PANDEMIC TIME**

**Content**

**B2B Selling Process: Analysing Pre COVID-19 and Present Scenario  
Change in Consumer Buying Behaviour (B2B) in Pandemic  
Impact of Technology on Business Transactions  
Sales Techniques: A Practical Approach  
Application of Technology in Business Transactions**

**Through  
Online Mode**

**10:00 AM to 05:00 PM | February 18, 2022**

**Workshop Fee  
Rs. 500/-**

Click [HERE](#) to register

**Participation Certificate will be issued from ni-msme , Govt. of India**



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**Organised By**

**National Institute for Micro, Small and Medium Enterprises (ni-msme)**

**(An organisation of Ministry of MSME, Govt. of India and ISO 9001-2015 Certified)**

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