

P R O F I L E



SHAPING FUTURE LEADERS

IN BUILDING MATERIALS SALES & MARKETING

iamasalesman.com



BUILT BY SALESMEN, FOR SALES SUCCESS.

ABOUT US

I Am a Salesman is a **first-of-its-kind training organisation dedicated exclusively to empowering professionals in the building materials industry** with specialized knowledge, sales strategies, and market-driven skills.

Founded with a vision to transform the way building materials are marketed and sold, our institute bridges the gap between industry requirements and professional capabilities.

What makes us stand out is our commitment to practical, industry-focused training that goes beyond theory. By combining real market insights with structured learning, we prepare sales professionals not just to meet today's challenges but to lead tomorrow's opportunities in the building materials sector.

FOUNDER & EXPERIENCE

Mr. Manoj Kumar Mishra, Management graduate over **28 years of rich experience** only in the **building materials industry, spanning sales, marketing, leadership, and strategy**. A visionary leader, he has held senior roles in reputed companies, guiding large sales teams, projects sales, retail sales, and growth strategies. His passion for practical learning and sales excellence shaped the institute into a trusted platform for industry-focused training.

FOUNDER TALK

After spending nearly three decades in the building materials industry—handling sales, marketing, leadership, and strategic growth—I observed a crucial gap in the way sales training is delivered across our sector.

Most companies in the building materials industry invest heavily in motivational speakers and generic sales trainers to boost their team's performance. However, there's a critical flaw in this approach:

OUR GOAL

To create strong, smart, and successful sales professionals for the building materials industry. We give not just theory — but the exact skills needed in the real market.

“I believe the building materials industry needs not just salespeople, but sales leaders who understand its depth — and that is why I created I Am a Salesman.”



MR. MANOJ KUMAR MISHRA



WHY THIS MATTERS NOW!

In a rapidly evolving construction and infrastructure market, companies that upskill their teams with industry-specific knowledge will have a significant competitive advantage. With new products emerging, new influencers such as PMCs and green consultants shaping purchase decisions, and customer expectations continuously rising, **generic sales training is no longer effective or sustainable.**

Sales professionals today face challenges far beyond basic selling—they must understand specifications, approvals, sustainability requirements, and the dynamics between architects, contractors, and clients. Traditional motivational training overlooks these critical aspects, leaving teams underprepared to handle the complexities of the building materials industry. What they truly need is specialized knowledge that bridges technical depth with practical application.

That is why I Am a Salesman was created. **We deliver relevant knowledge, industry-specific insights, and actionable tools designed for the real market.** By combining decades of leadership experience with structured training modules, we help professionals adapt to new trends, close sales more effectively, and build stronger relationships with influencers and clients alike. In short, we prepare salespeople to succeed today and lead tomorrow in the building materials sector.

THE PROBLEM

Sales and marketing professionals in our industry are not lacking motivation—they are well-educated, experienced, and ambitious. What they do lack, especially when moving across product categories, is domain-specific knowledge and process understanding.

Let me give you an example:

A sales executive who has been selling tiles may struggle when he moves to sell plywood—not because he lacks talent, but because he doesn't know the plywood product line, its buying cycle, influencers, or specification flow.

Hiring a general sales trainer for this situation is like hiring a football coach to train a cricket team. Both may be sports, but the rules, techniques, and strategies are entirely different.

THE SOLUTION: I AM A SALESMAN

To solve this issue, I founded I Am a Salesman—**India's first and only industry-specific sales training platform exclusively focused on the building materials sector.** We provide customized training modules for product categories such as tiles, plywood, paints, sanitaryware, wires & cables, and hardware. Our programs include deep dives into sales processes like lead generation, architect mapping, BOQ handling, specification selling, conversion, and closure.

Our training is designed to be practical and impactful, delivered through real-time market scenarios, case studies from actual projects, and focused sessions on project versus retail sales, technical selling, mock-up processes, site handling, and channel management. Unlike generic motivational sessions, our trainers are seasoned industry veterans who have walked the path, faced challenges, and delivered measurable results in the building materials sector.

WHAT MAKES US UNIQUE

-  **Industry-Specific Focus:** We train only for building materials — no generic sales talk.
-  **Real Market Experience:** Courses are designed and delivered by professionals who've sold in real markets.
-  **Practical Skills Training:** Pitching, closing, dealer management, schemes, influencer sales — all covered with real examples.
-  **Job & Performance Focused:** Whether you're starting your career or upgrading your team — our training delivers results.

WHO WE SERVE

- Fast growing Building Materials Manufacturing Companies.
- Existing sales, Marketing and Specification teams in Building Material Companies.
- Distributors and Channel Partners wanting to enhance market understanding.
- Engineers, Architects, and Construction professionals looking to diversify their skill set.

WHAT WE OFFER

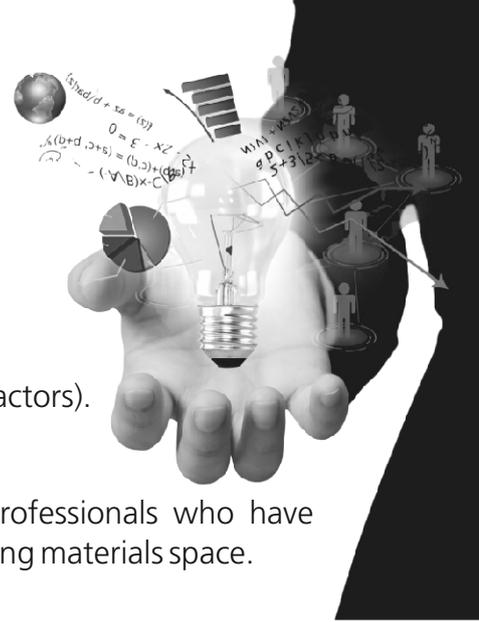
- 100% industry-focused training.
- Real-world sales techniques and case studies.
- Training designed by salespeople, for salespeople.



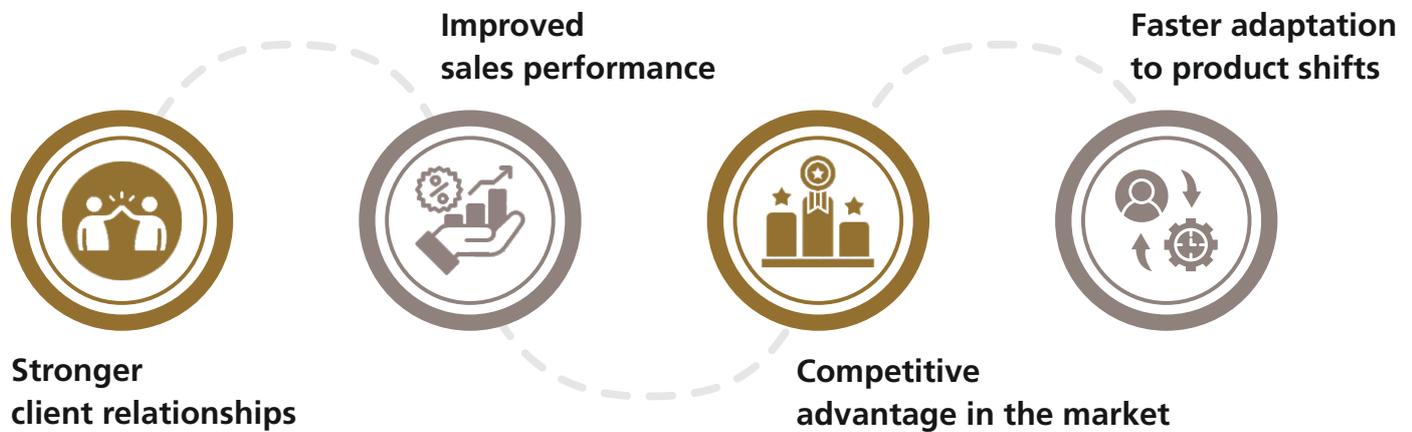
TRAININGS WE OFFER

- Building Materials Sales & Marketing fundamentals.
- Dealer & Channel Management Training.
- Construction Product Influencer Sales (Architects, Engineers, Contractors).
- Project sales and Specification.

Our trainer is industry veterans—not motivational speakers—but professionals who have walked the path, faced the challenges, and delivered results in the building materials space.



TRAINING OUTCOMES



Let's Connect

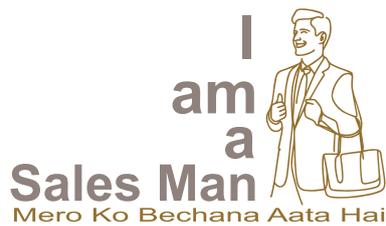
I'd be delighted to share more about how our program can support your organization—or the broader ecosystem—by enhancing sales efficiency, shortening sales cycles, and building deeper customer relationships.

Thank you for taking the time to understand our vision.



Let's Build the Future Together

Whether you're starting your career, scaling your team, or looking to transition into this industry — 'I am a Sales Man' is your gateway to success in the building materials market.



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