



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

SKILL DEVELOPMENT PROGRAMS

May - 2014

Selling-Made Easy

---Learn the art of professional selling

In today's storm of enormous brands, selling is no longer about creating awareness about your product only or getting the deal signed. It is about nurturing a long lasting relationship, product alignment and developing with the prospect.

The course is designed in modular form to equip you with all the necessary tools of professional selling be it creating relationships, making strategy, planning calls, giving presentations or follow-ups.

Date: May 14 - June 14, 2014 | Every Wednesday & Saturday | **Timings:** 6:00 pm to 8:00 pm

Fee: PKR 12,000/-

Marketing through Social Media

---Boost sales and business by becoming your own Social Media manager!

In this two day workshop you will explore a broad range of internet-based social media and integrating the use into overall strategic marketing efforts. The focus will be on using social media to establish and maintain an effective online presence. Among other topics, you will also examine online advertising and social media analytics.

Date: May 17 - 18, 2014 | Saturday & Sunday | **Timings:** 9:00 am to 5:00 pm | **Fee:** PKR 12,000/-

For registration: Ph: 021-111 422 422; 021-38104700-01 Ext. 1541, 1801

Email: be&sdp@iba.edu.pk **Website:** <http://cee.iba.edu.pk/BEnSDP.shtml>

Classes will be held at Institute of Business Administration, City Campus: Garden / Kayani Shaheed Road, Karachi-74400