

## 20 hours interactive training on professional selling skills

# Selling...*Made Easy*

### Overview

The field of **Personal Selling** has matured into a professional endeavor. To-day, selling may be a stronger profession because of the obstacles it has overcome and sometimes still battles.

Today, and in the years ahead, salespeople will be guided by a new principle of personal selling: **Partnerships are established and maintained only when the salesperson creates customer value.**

Customers have fundamentally changed their expectations. They want to partner with salespeople who can create **value**, not just communicate it. Value creation involves a series of improvements in the sales process that enhance the customer experience.

The course is designed in modular form to equip you with all the necessary tools of professional selling i.e. creating relationship, making strategy, planning calls, giving presentations and follow-ups.

### Target Audience

Experience sales professionals who want to refresh their skills  
New sales professionals who want to learn new techniques



### Learning Outcomes

- ✓ Understand the effect of selling in a marketing economy
- ✓ Creating a prospecting plan
- ✓ Know the importance of a positive self-image.
- ✓ Develop complete pre-approach information.
- ✓ Design an approach.
- ✓ Determine wants/needs of the customer.
- ✓ Prepare and present a value added solution.
- ✓ Anticipate and negotiate sales resistance.
- ✓ Develop and use closing techniques
- ✓ Demonstrate techniques of servicing the sale

#### Module 1:

*Selling as a profession*  
*Creating Value & relationship*  
*Ethics first*

#### Module 2:

*Communication...*  
*It's NOT all talk*  
*Why people buy?*  
*Customer strategy*

#### Module 3:

Prospecting  
Planning the sales call

#### Module 4:

Strategic presentation  
Elements of a great presentation

#### Module 5:

Prospect's objections  
Closing begins the relationship  
Follow-up

**SKILL DEVELOPMENT PROGRAM**  
*Adding Skills to Experience*

## Trainer's Profile:

### ZAFAR AHMED SIDDIQUI

Mr. Siddiqui has an MBA degree from The Institute of Business Administration. He also holds a degree of M.S. in Marketing Communications from Chicago. He has more than 30 years of experience with the F.M.C.G. sector both in the field of Sales, Marketing and General Management. He was associated with Gillette for 15 years in Pakistan and Overseas. His last assignment with Gillette was as Chief Executive for Gillette Pakistan (Pvt.) Ltd., and Area Director for Afghanistan, Sri Lanka, Bangladesh, Nepal & Maldives.

Mr. Siddiqui is also on the Board of Engro Foods Limited, Inbox Business Technologies (Pvt.) Limited, Mind Sports of Pakistan & Zulfiqar Industries Limited

Mr. Siddiqui has over 27 years of teaching experience at the following colleges and universities: Institute of Business Administration, College of Business Management, Baharia University, University of Illinois Chicago, & Moscow State University.

He is also a member of Rotary Metropolitan, Management Association of Pakistan, & Marketing Association of Pakistan.

He has conducted numerous workshop and training courses for various companies. He was instrumental in setting up the Centre for Entrepreneurial Development at IBA with the collaboration of Babson College, Boston.

Mr. Siddiqui is currently Professor of Practice, Institute of Business Administration.

**Dates: January 8-February 8, 2014 | Wednesday & Saturday**

**Timings: 6:00 pm to 8:00 pm | Duration: 20 hours**

**Fee: 12,000/- (inclusive of training material & certificate)**

Registration forms & fee challans are available at our website.

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006. No fee will be accepted in cash/cheque at our office.

Classes will be held at IBA, City Campus: Garden/ Kayani Shaheed Road, Karachi



You don't close a sale; you open a relationship if you want to build a long-term successful enterprise. -Patricia Fripp

#### For information & registration

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