

E F F E C T I V E & S M A R T S E L L I N G

Learn powerful skills to succeed in selling product, service or idea

November 27 - 28, 2015

9:30 am to 5:30 pm

IBA City Campus Karachi

LEARNING OBJECTIVES:

By the end of training the participant will be able to have clear understanding about:

- * Values of professional salesman
- * Explain and apply concepts of customer focused selling....(The Prospecting)
- * Goal-setting techniques to accomplish and develop strategies for getting there. (Call Planning)
- * Apply selling techniques to get the most out of your efforts. (Probing & Handling objections)
- * Productivity techniques to maximize your use of time. (Closing a Sales Call)
- * Developing loyal customers.

It's no secret that the sales industry continues to change and evolve rapidly. This is an exciting and dynamic profession, although it is often underrated and misunderstood. In a changing market dynamic organizations require sales professionals who should be highly trained and well groomed, with the characteristics of Adaptability, trustworthiness, and competence.

This two days' workshop will help to teach participants how to be one of those smart sales professionals.



Training Outcome:

- > Improved Planning & productivity
- > Be able to learn prospecting
- > Be able to open a sales call with difficult customers
- > Be able to probe with customers
- > Be able to Handle objection
- > Be able to close an objective sales call effectively
- > Make a long term customer relationship

Skills Development Program

Adding Skills to Experience

Who should attend?

This course is designed for both **new and experienced sales people.**

Attending this course will improve the performance and results of sales people who engage personally with customers or clients, either business to business or business to consumer.



Module 1 – How to Think & Behave like a True Professional

Learn to adopt a professional sales professional values



Module 4– Develop your Smart Sales Communication Skills.

Rapport building techniques, open and closed questions, active listening, ensure understanding customer objections & handling skillfully



Module 2 – Understand & Use The Psychology of Selling

Learn the sales cycle , framing success, setting SMART goals , the path to efficiency, customer service & customer loyalty



Module 5–The ABC of Selling: Always be Closing.

The ability to effectively close deals is key to sales success. This module will teach you: 6 Steps to keep building customer commitment, how to identify “Buying



Module 3 – Personal Preparation and Product Knowledge.

Learn how to identify and sell yourself first, the features advantages and benefits of your product, your company, your brand, your exceptional service and you, the sales professional.



Module 6– Compile Personal Action Plan

Learn to set next call objective, post sales services & developing a loyal customer & organizing Group

For Registration:

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TRAINER: Shakeel Ahmed Syed

A multi-dimensional experienced management professional, served healthcare industry like Upjohn Pharmacia, 3M Health, B Braun Pakistan over a period of 30 years in Sales, business, training & HR management. Core focus was on achieving organizational goals through enhancing people effectiveness.

His diversified exposure has taken him to Learning and development assignments that range from Personal Development, effectiveness to managing & executing Leadership, Developing Problem Solving & Decision Making abilities to Team Building & Motivation techniques. His assignments have also included:

> HEC sponsored Capacity building courses in Human Resources' for Public Universities at IBA Karachi.

> Management Leadership program at IBA Sukkur

> Training Consultant for Employers' Federation of Pakistan on ILO capacity building programs.

> Skills Development Trainer for B Braun Pakistan sales team

> Conducting open programs on soft skills for companies.

> Visiting Faculty for IBA PGD Course in Human Resources

He has assisted organizations in establishing Training & Organization as a core function. He has conducted Training Need Assessment (TNA) across organizations and has helped organizations identify the core development areas.

Accordingly he has designed In-house courses for affiliated organization to cater to the training needs of various individuals.

PKR 20,000/- (Include of Training Material & Certificates)

Registration form and Fee Voucher are available at our website:

<http://cee.iba.edu.pk/BEnSDP.shtml>.

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

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