

IBA CEE IN COLLABORATION WITH HRDC IMSCIENCES

Two days workshop

*IBA Karachi comes  
to Peshawar!*

## Effective Selling Skills for Pharma Sales Professionals

Venue: IMSciences Peshawar

**April 2021**



**Investment:**  
**22,000/ + 15% KST**

Inclusive of Course material, Certificate,  
Lunch, Refreshments & Business networking

# Effective Selling Skills for Pharma Sales Professionals

## Course Objective

By the end of training workshop, the participants will be able to;

- Bring a positive change in Sales team behaviour
- Enhancing competency of each sales team member
- Positive impact on sales team professionalism and productivity in terms of profitability.

## Workshop Outline

1. Professional values for sales people
2. Professional development, Grooming (dress code, presentation), Market Knowledge
3. Buying Motives ( Profit or Gain, Fear of Loss, Pleasure, Avoidance of Pain, Pride, Desire for Approval )
4. Planning a sales call ( Prospecting & qualifying the customers )
5. Opening a sales call
6. Probing
7. Dealing with objections
8. Closing a sales call
9. Commitment & follow-up

## Trainer Profile

Syed Shakeel Ahmed is a multi-dimensional experienced management professional & trainer. For over a period of 28 years, he has served companies like Upjohn Pharmacia, 3M Health, Braun Pakistan, and others in sales, business, training & HR Management.

His core focus is 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 manage & execute leadership, developing problem solving & decision-making abilities to team building & motivation techniques.



Line Managers, District Field Managers, Pharmaceuticals Sales / Medical Representatives & People establishing a career in Pharmaceutical Products' Selling

Early Bird Discount of 15% on registering by March, 2021. Group Discount of 10% for 2 or more & 15% for 5 or more Participants. 15% Discount for IBA & IMSciences Peshawar Alumni.

**REGISTRATION LINK:** <https://tinyurl.com/ESSPSP2021>

## For Registrations

Mirza Irshad Ali Baig (Focal Person)  
Center for Executive Education  
Institute of Business Administration Karachi  
Mobile: 0334 3844683,  
Tel: 021-38104700-01 | Ext. 1801, 1811)  
[mibaig@iba.edu.pk](mailto:mibaig@iba.edu.pk)

## For Information:

Abdul Qadus (Focal Person)  
Human Resource Development Centre  
IMSciences  
Mobile: 03458589090  
Phone: 091-9217332; 5861024-25 Ext: 218  
Email: [abdulqadus@imsciences.edu.pk](mailto:abdulqadus@imsciences.edu.pk)

Human Resource Development Centre  
IMSciences, 1-A, Sector E/5, Phase 7, Hayatabad, Peshawar  
Phone: 091-9217332; 5861024-25 Ext: 218  
Email: [hrdc@imsciences.edu.pk](mailto:hrdc@imsciences.edu.pk)  
URL: <http://www.imsciences.edu.pk>