

# Workshop on Customer Focused Sales

July 16 & 17, 2019

9:00 am to 5:00 pm

Venue: CEE@IBA, Karachi



## OVERVIEW

If you are trying to sell everything to everyone, then you are possibly not selling anything. Organizations and customers at times fail to understand customer needs and go on selling standard products/services via standard methodologies. This results in drop in customer satisfaction leading to subsequent drop in revenue lines.

The objective of this training is to organize a workshop for corporate clients to train them on methodologies for customer oriented selling, breaking off from traditional focus on products and a renewed focus on customers and their problems and needs. This training will be aided by storytelling of best corporate practices in today's sales as well as simulations and activities.

## WHO SHOULD ATTEND?

Lower to middle management sales professionals from B2B and B2C (FMCGs, IT, Automotive, Engineering, Banking, Insurance, Consumer Electric, etc.) industries.

## HOW WILL YOU (PARTICIPANT) BENEFIT?

By the end of training, participants will

- Analyze their usual engagement approach with the one that is focused on customer
- They will learn how to collect meaningful customer information in a general conversation without being discreet.
- They will learn how to map buyer's journey and create a value chain for customers accordingly, which is expected to improve their sales numbers.
- They will get the opportunity to improve on their sales pitch that they use in their respective jobs.

# FACULTY

## Ishaq Shaikh

25 years of experience in Sales & Marketing in diverse industries including banking, telecom, chemicals and engineering with corporations like CitiBank, Mobilink and IIL. MBA, Institute of Business Administration, Karachi  
B.E Mechanical, NED University of Engineering & Technology, Karachi

## Abid Iqbal

Over 7 years of experience in B2B sales, International sales and IT products and solution sales. MBA, Institute of Business Administration Karachi  
World Islamic Economic Forum Young Fellow, 2013

## Material Covered:

- a. Theoretical Presentation
- b. Explanation Videos
- c. Activities and Role Plays
- d. Questionnaire
- e. Written Assessment
- f. Business cases

## TOPICS COVERED

1. Conventional VS Customer Focused Strategies for Engagement
2. Awareness Questionnaire
3. Buyer Persona
4. Mapping Buyer Journey
5. Building Customer Value Chain
6. Business Case Simulation

## Workshop Fees PKR 45,000/participant

Inclusive of Course material IBA Workshop Certificate Lunch Refreshments & Business networking

Experience

## EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

### For Further Information

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