

# The **7** Figure Income Sales Process

**Sep 20-21, 2017 (Wednesday & Thursday) | 9:00 am-5:00 pm | @IBA City Campus**

## 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.

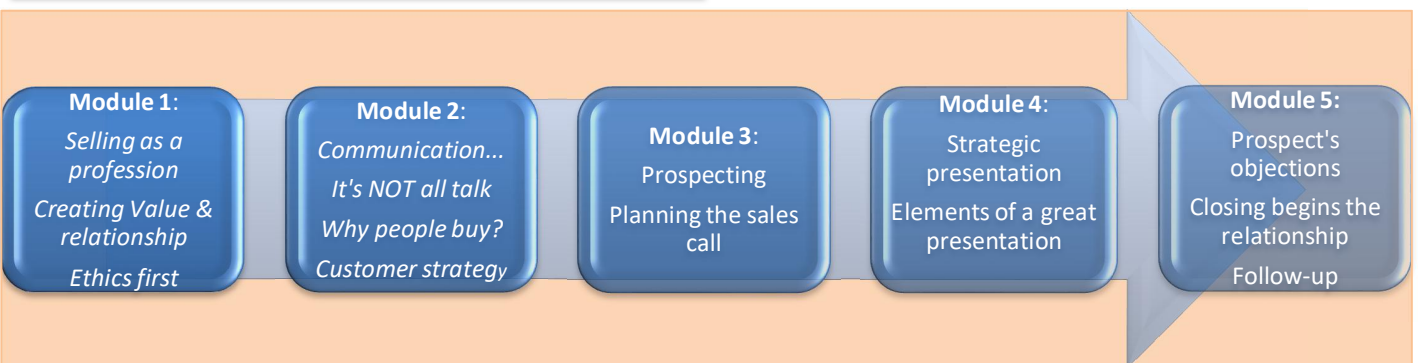


## Learning Objectives

- ✓ Understand specific skills and personality traits required for effective selling.
- ✓ How to convert your company's products into tangible benefits for the customers – use consultative selling to convert features into benefits.
- ✓ Use of non-verbal communication to understand the consumer thought process.
- ✓ Understand the steps in selling and the requirements of each stage.

## Target Audience

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





## 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.) Ltd., Mind Sports of Pakistan & Zulfiqar Industries Ltd.

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 at IBA

### Training Investment:

# PKR 25,000/-

*(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.

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## For Queries & information

### FOR REGISTRATIONS:

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**IBA CEE**

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Skills Development Program

Adding Skills to Experience