



Smart Selling Skills

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

October 27 - November 26, 2016

6:00 pm to 9:00 pm

Tuesday & Thursday

LEARNING OBJECTIVES:

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

- ◆ Bring change in behavior of sales people
- ◆ Enhance competencies at work. (Be able to perform sales job effectively)
- ◆ Company branding through skilled people
- ◆ Team building & team coordination

The Sales Team are considered to be the Front line Soldiers who face the Challenges to Overcome the Situation in the first attempt during a sales interview/ Sales Call in Customer chamber.

The program is developed to improve Sales Force Understanding & Performance ability (Competency) at work.

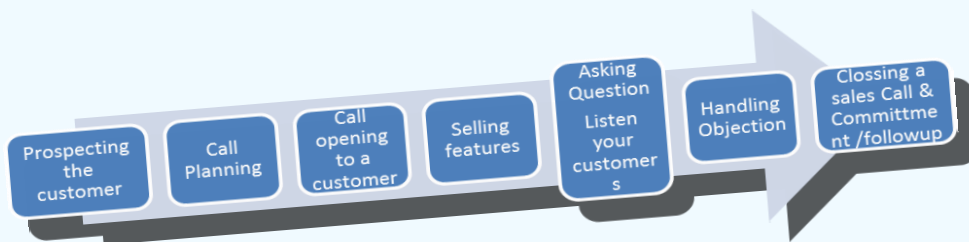


Skills Development Program

Adding Skills to Experience

Course Contents:

- ◆ Selling a Challenging Job
- ◆ Selling Steps (Covered during the course)
- ◆ In-put & feed back sessions through assigned role play & workshops



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.

Course outcome:

- Increase productivity means profitable sales.
- Be able to learn prospecting of customer
- Be able to open a sales call with difficult customers
- Be able to probe with customers
- Be able to Handle objections raised by customer
- Be able to close an objective sales call effectively
- Make a long term customer relationship



Skills Development Program

Adding Skills to Experience



Registration:

Ph.: 021-38104700-01 Ext: 1801; 1811; 1541

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Email: BESDP@iba.edu.pk

Website: <http://sdp.iba.edu.pk/>

Facebook: [https://www.facebook.com/](https://www.facebook.com/IbaBusinessenglish)

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Queries & Information:

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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 25 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.
- Certified Trainer for B Braun Pakistan sales team skills development.
- Conducting open programs on soft skills for companies.
- Conducted Line Managers development program for Highnoon & Macter International.

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. His firm believe is Return on Training Investment is always in form of an efficient & motivated employees that resulted in improving the Organization's functioning and also the profitability. Shakeel's passion for teaching led him to teach & conduct training workshop as visiting faculty & facilitator at IBA Karachi, healthcare institute & organizations. He has also affiliated on the Board of a Healthcare NGO as a Non-Executive Project Director and serving as Technical Advisor on Strategies development for public Hospitals in facilitating the services offered to patients. His style of training is more of participative with group interaction, Mind mapping activities & sharing knowledge & experiences based upon local needs.

- ☑ Excellence in Supervisory Skills & On the job coaching
- ☑ Selling Skills for sales executives (Sales Effectiveness Program)
- ☑ Time management
- ☑ Inter-personal Skills
- ☑ Decision Making
- ☑ Transition from Selling to Managing for line Managers
- ☑ Manager as a Leader
- ☑ Coaching & Counselling (On the job)

PKR 22,000/- (Include of Training Material & Certificates)

Registration form and Fee Voucher are available at our website:

<http://sdp.iba.edu.pk/>

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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