

## IBA Skills Development Program

Workshop on

# Professional Selling Skills

September 13 - 17, 2021

Monday, Wednesday, & Friday  
6:00 pm to 9:00 pm  
City Campus, IBA Karachi



Training Investment: PKR 14,000 + 5% SST

### Course overview:

- Team activities
- Best-practices sharing
- Relevant selling skills questionnaire
- Story-telling
- Individual & group exercises
- Video-based activities

### Who should attend?

New or experienced sales professionals looking to develop skills and techniques within a consultative sales framework.



### Registration Link:

<https://tinyurl.com/SES2021>

Early Bird Discount of 15% on registering by September 06, 2021. Group Discount of 10% for 2 or more & 15% for 5 or more Participants.

### Contact Us:

[besdp@iba.edu.pk](mailto:besdp@iba.edu.pk) | [sdp.iba.edu.pk](http://sdp.iba.edu.pk) | 021-38104701 | Ext. 1801, 1811, 1813, 1541



## Key Areas:

1. How to start to arouse interest both on the phone and face to face
2. How to develop and reveal real needs
3. How to control the conversation
4. Understanding the buying process
5. How to present your sales message effectively
6. How to target and overcome objections
7. How to obtain that final commitment
8. Understanding preferred selling styles
9. How to use advanced questioning skills

## Outline:

- Introduction to sales management
- The selling process
- The sales manager's role
- Time and territory management
- Needs analysis and presentation
- Decision making
- Delegation
- Ethical and legal issues
- Motivation
- Sales meeting
- Handling Q & A/Evaluation and Feed Back

## Trainer's Profile:

Subhan Sharif practices pro-activeness and innovation to his personal and professional life. A lifelong learner, he has completed his graduation from University of Karachi, also achieved trainings from Manchester College Of Professional Studies in Information Technology Manchester UK, Central School of Professional Studies in Business Administration, London UK and Pakistan Institute Of Tourism And Hotel Management, Karachi, PK. He also holds the proud honor of achieving a scholarship from University of Oxford. He has served in many national and multinational companies like Specialist Shipping Services, United Nations, ASDA Stores, Walmart UK, OCEAN DUSK UK etc. Diversity of Subhan's education and his international exposure to different universities including University of Oxford has prepared him for the realities of the business world by providing a blend of academic and practical experiences. This combination of academic success and involvement is indicative of his high levels of motivation and achievements.



"You don't have to compromise your integrity to sell. You simply have to find and emphasize the things that unite you instead of the things that divide you."

John J. Johnson

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