IBA Institute of Business Administration Karachi

Leadership and Ideas for Tomorrow

SDP Skills Development Program

SEAL THE DEAL

(for Financial Services Industry i.e. Banks, Insurance & Asset Management Companies)

Investment

25,000

+ 5% SST exclusive

PROGRAM OVERVIEW

Learn the methods of sales and relationship management in banking and financial services. The main objective of this program is to help you increase your sales conversion ratio & total sales by:

. Recalibrating your mindset and attitude towards selling;
. Equipping you with the right skills .
. Walking you through the complete sales cycle (from 1st impression to closing the deal) and give you tips & tools all along.

Sales is all about listening to people and prescribing a solution. This course covers everything you need to know about this process of sales: from preparing and planning, relationship building, objection handling techniques, and closing the deal at a good price. It looks at lots of real life examples and gives practical tools so you can use them right away to improve your results. If you are looking for a long term career in sales, selling is a valuable skill that you definitely need to master and this course will help you do that in a fun and effective way.

TOPICS COVERED

1. Introduction
2. Customer Buying Psychology
3. Sales Person – Back to Basics
4. Know Your Client
5. Approaching – *(Building Chemistry and have a Great 1st meeting)*
6. Diagnosing a sale
7. Prescribing a solution
8. Objection handling
9. Closing the Deal
10. Improvement Plan
11. Closing

LEARNING OUTCOMES

- Enjoy selling by befriending customers
- Close deals with confidence
- Be organized and efficient
- Understand the selling process and how to master it
- Feel confident preparing for a sales meeting
- Know different selling styles and their uses
- Handling objections and hidden excuses
- Master body language and rapport to build relation ships

BENEFITS

TRAINER PROFILE

SHARJEEL AHMAD

Sharjeel is a Chartered Accountant who loves being self-employed and running small entrepreneurship ventures.

Before starting these ventures He was with Ernst & Young, for 17 years as a Partner in Risk Advisory Services. He believe that sales is the lifeline of any business. It is the most exciting part of any business and . I have been involved in selling services and products to a wide range of customers throughout my 20+ years of career.

He was instrumental in bringing EY Advisory Services from Zero revenue to US $2.5 million/annum in five years.
He has also worked in EY United Kingdom and United States of America for a short time.

He has been training at different forums and level for more than 20 years now. Currently he is a visiting faculty at Pakistan Institute of Corporate Governance and a CEO and lead trainer of Marvel Leader.

WHO SHOULD ATTEND

1. New Hires in Sales.
2. Experienced Sales Executives looking to increase their sales numbers.
3. Those considering sales as a career in the future.
4. Anyone who serves clients on a day to day basis.

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PROGRAM & POLICIES

Registrations are only confirmed when full payment has been received from a participant. For a detailed cancellation policy, please visit: https://sdp.iba.edu.pk/cancellation-policy.php The Institute may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, the institute will refund registration fee, but will not be responsible for any other related expenses including cancellation/change charges by airline and travel agencies. The Institute reserves the right to make changes in its program dates, faculty, policies, and fees at any time. Payment can be made via cheque/bank draft payable to the "Institute of Business Administration, Karachi"

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