

## SKILLS DEVELOPMENT PROGRAM

**CERTIFICATE ON**

# Selling Skills

**July 18 - 22, 2022**

**Monday, Wednesday, & Friday**

**Venue: City Campus, IBA Karachi**



IBASkillDevelopmentProgram



BESDP/IBA



ibabesdp



ibasdp



**Program Fee: PKR 20,000 (exclusive of 5% SST)**

**(inclusive of certificate, training material and business networking)**

**"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**

## OVERVIEW:

Having trouble converting leads into sales? Or simply wish you were selling more? It could be a result of today's savvy consumers, but just as likely, it's your outdated techniques. As the modern consumer has learned how to block out sales, new sales training and techniques have emerged. The good news is: we can help create the salespeople of today, and tomorrow.

The course is ideal for those new to sales or more experienced sales people who have never undertaken any formal sales skilling training & may just need a refresher.

## LEARNING OUTCOMES

- 1) Team activities
- 2) Best-practices sharing
- 3) Relevant selling skills questionnaire
- 4) Story-telling
- 5) Individual and group exercises
- 6) Video-based activities

## KEY AREAS

1. How to start and arouse interest both on phone & 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



## TRAINER PROFILE



**Mr. Subhan Sharif**

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 & Hotel Management, Karachi, PK.

Subhan also holds the 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. His unique combination of academic success and professional experience is indicative of his high levels of motivation and achievements.

## WHO SHOULD ATTEND?

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

The course outlines the key stages of the sales process, providing tools and techniques to complete each stage successfully.

**Registration Link:** <https://tinyurl.com/ibassjuly2022>

**Discount:** 10% for 2 or more participants & 15% for 5 or more participants from the same organization

**For queries & registrations:**

[besdp@iba.edu.pk](mailto:besdp@iba.edu.pk) | 021-38104700-01 Ext. 1811, 1813, 1541, 1801 | <http://sdp.iba.edu.pk/>

## IBA Skills Development Program

Center for Executive Education, Institute of Business Administration, Garden/ Kayani Shaheed Road, KARACHI-74400