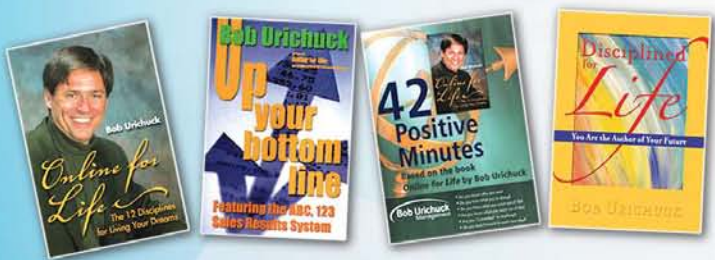




Sales Success Seminar 2012

with the "Buyer Focused" Velocity Selling System



11 October 2012,
Marriott Hotel, Karachi
9:00 am - 5:00 pm

Bob Urichuck

Best Selling Author, a Velocity Selling Expert who is Globally Sought after as a Sales Trainer and Motivational Speaker

Bob Urichuck's High Impact Seminar will show your team How to Execute the Disciplines of Attracting, Engaging and Empowering the Velocity Selling Cycle to Up Your Bottom Line

Watch Bob Urichuck speaking live at:
youtube.com/boburichuck



Early registrants will receive a complimentary copy of Bob's highly acclaimed book



...only from Octara !!!

For Details & Registration: Tel: 021-34534261, 021-34536315, Fax: 021-34520708, E-mail: register@octara.com | www.octara.com



Bob Urichuck

CSP, CMT, Consummate Speaker of the Year 2000,
International Platinum Speaker since 1999,
Author and Recognized International Sales Guru

Bob Urichuck is internationally recognized for his work in the areas of motivation, leadership, sales and team skills, and specifically for his "**12 Disciplines**" approach to personal leadership and his "**ABC, 123 Sales Results System**"-a non-traditional sales process. He is a successful entrepreneur, motivational speaker, sales trainer, salesman and coach. Over the past 25 years, Bob's experience has taken him from door-to-door to executive boardroom sales, from product to franchise development, from small businesses to some of the world's leading corporations, and from Canada to international destinations, including Singapore, Dubai and Pakistan.

Bob is a '**Velocity Selling**' expert, **Certified Master Trainer (CMT) and Certified Sales Professional (CSP)** who also trains and certifies others through the **Canadian Professional Sales Association**. Recognized as a "**Consummate Speaker**" by Sharing Ideas News Magazine and a "**Platinum Speaker**" by Meeting Professionals International, Bob is an **accredited member** of the **Canadian Association of Professional Speakers** and the founding president of the Ottawa Chapter of that organization. A frequent radio and television guest and a contributor to publications worldwide, Bob is the author of **Online for Life: The 12 Disciplines to Living Your Dreams and Up Your Bottom Line: Featuring the ABC, 123 Sales Results System.**

Are You

- Dissatisfied with your sales results?
- Wasting too much time on non-productive activities?
- Making too many bids and proposals that don't turn into sales?
- Experiencing difficulties closing the sale?
- Experiencing sales cycles that take too long?
- Missing out on the margins & profits that you need & want?
- Lacking a structured sales system?
- Wanting to be more confident, self-motivated and self-driven?

If you answered yes to any of the above,

THIS IS FOR YOU!

It is a clear cut case of being professional and following a non-traditional, yet proven sales results system.

This seminar will give you an insight on doing the opposite of what you may have been trained to do. That is, if you want to be different from most sales people out there. The difference will be to get your customers to **buy** rather than you having to **sell** to them.

You need a system to help establish rapport and trust, to communicate effectively and to develop and maintain lasting relationships.

"You got the most skeptical to become believers by day's end - a great achievement!"



BOMBARDIER

**Disciplines
Competencies**

Behaviour

Attitude

Sales Success Seminar 2012

11 October 2012, Marriott Hotel, Karachi

Course Outline

“Buyer Focused” Velocity Selling System

● Attitude:

Belief from Within

1. Attitude towards You
2. Attitude towards Your Organization
3. Attitude towards Your Buyers

● Behaviour:

Your Bottom Line

1. Behaviour towards Yourself
2. Behaviour towards Your Organization
3. Behaviour towards Your Buyers

● Competencies:

1. Building Relationships
 - A. Rapport Building
 - B. Questioning
 - C. Listening
2. Qualifying Opportunities
 - A. Setting Parameters
 - B. Qualifying Buyers
 - C. Summarizing
3. Prescribing Solutions
 - A. Presentations
 - B. Letting the Buyer Buy
 - C. Buyer Relationships

● Disciplines:

Doing What You Have to Do

1. Discipline towards Yourself
2. Discipline towards Organization
3. Discipline towards Buyers

Who should attend?

All those who come in direct contact with customers be it from Industrial or Service industries and selling on the retail or corporate level

Boost Up Your Sales!



Apply the BUYER FOCUSED VELOCITY SELLING SYSTEM By BOB URICHUCK

The Bottom Line:

In order to succeed in sales you need to do the opposite of selling. You must attract, engage and empower buyers to buy. Without buyers there are no sales. Bottom line: no sales, no revenue. Sales now revolve around buyers. Buyers are everywhere. What are you doing to help them buy?

The “Buyer Focused” Velocity Selling System is a sales process based on a “Return on time Invested” (R.O.T.I.) formula. Learn how to maximize time and achieve measurable results such as buyer attraction and qualification. If the prospect is qualified, then it is time to empower the buyer to buy, increase the velocity of your selling cycle, increase your margins, improve revenues and ultimately Up Your Bottom Line.


The “Buyer Focused” Velocity Selling System is not a quick fix. It’s not about better sales techniques and tricks to manipulate a prospect. It requires a different mindset, not only for the salesperson but for their management as well.

The New Economy of Selling is About Buyers. The “Buyer Focused” Velocity Selling™ system ensures your sales team is engaged in a step-by-step process to take ownership. The result: They Execute the Disciplines of Attracting, Engaging and Empowering the Velocity Selling Cycle, to Up Your Bottom Line. ctively and to develop and maintain lasting relationships.



Look who is learning with Bob




 **telenor** An absolute mastery in sales!

“Success Requires Discipline”.
Bob has delivered and exemplary session. **SEARLE**



Lively and informative speaking style
really got the message across.

Objectivity, Interaction and Delivery...
everything was superb! **HBL**

SILKBANK  Excellent content and delivery...
Yes we can Bob was superb!

A high energy,
first class sales program! **Herbion**
The Way to Health



A one of its kind sales dose.

Bob's positive approach, focus
and determination was very motivating! **NJI**



I was most impressed with all of the positive
evaluations. I can honestly say, that I've never
worked with a speaker who cared so much about
the success of our meeting."

From both the written and personal comments I have
received, I can truly say that your talk was appreciated,
enjoyed and valued from a learning prospective.



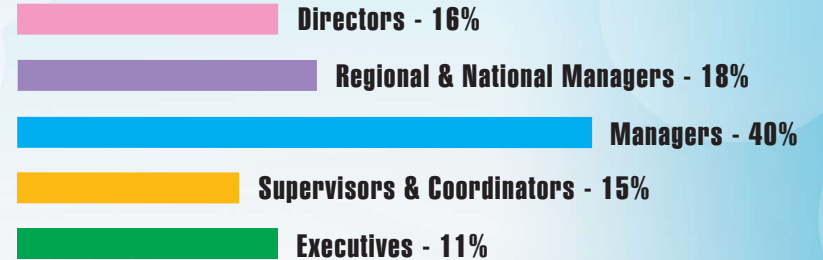
Bob was excellent -
timing and delivery were spot on!

Participants of Sales Success Seminar 2009 with Bob

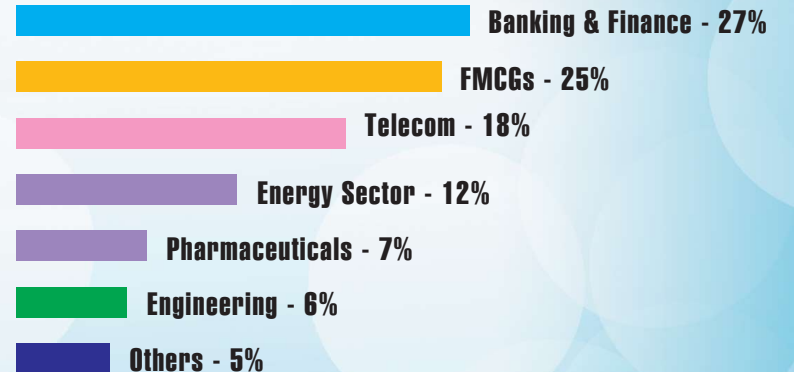


Participants from the top companies of Pakistan took part in the seminar, bringing in diversified experience to the program which may also be gauged from the following data.

By Participant Profile



By Industries Represented



SPECIAL OFFER:

BOARDROOM SESSION WITH BOB URICHUCK

BOOK **50 PARTICIPANTS** OR MORE AND YOU GET A COMPLIMENTARY **3 HOURS** BOARDROOM SESSION FOR YOUR **SENIOR LEADERSHIP** ON ANY ONE OF **BOB'S SPECIALIZED COURSES**. CONTACT US FOR DETAILS.

Program Investment

PKR 20,000/-

per participant

Register by 17 September 2012

& SAVE PKR 3,000

per participant

Special Group Packages

Special Packages available for registrations in Bulk. Contact us for more information.

FEE INCLUDES:

Courseware, Complimentary Book, Participation Certificate, Lunch and Refreshments.

5 Easy Ways to Register



021-34534261
021-34520092



Octara Private Limited
2/E-37, Block-6,
P.E.C.H.S., Karachi.



021-34520708



register@octara.com



www.octara.com



Payment:

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.

Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of
"Octara Private Limited"

To: Muhammad Imran Anwer
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel : 021-34534261, 021-34536315
Cell : 0321-2670041



Join the UPPER CIRCLE today!



6 Great Reasons to Sponsor

Complimentary Passes

Utilize the maximum of your sponsorship investment and have your clients, employees and prospects attend a one of its kind sales event.

Position Your Company Brand

Connect your brand with Bob Urichuck's globally acclaimed sales program to mark a strong competitive footprint.

Media Campaigns And Promotions

Hit the news with exclusive media campaigns and promotions for the event.

New Sales Leads

Showcase your products or services either by exhibiting or taking part in the program to meet key strategy execution decision makers.

Build Customer Loyalty

Face to face contact at conferences cements your position as a market leader and helps develop client loyalty.

Brokering New Business Partnerships

Partner with delegates or other sponsors to deliver more compelling solutions to your clients.

Contact us for details on tailored
sponsorship packages to meet your needs on
021-34548428 | marif@octara.com