

# SUCCESSFUL SALES PERFORMANCE

Accelerate in your Professional Sales Career

January 17, 2019 - Lahore | January 22, 2019 - Karachi

## Course Overview

Are you looking to accelerate the performance of one or more of your sales team members? Success is in your mindset and your willingness to learn, grow and transform and achieve. With a focus on understanding learning, development and behavior change, it is our mission to deliver training and coaching through best learning practices in order to maximize your sales performance. Through years of researching models of sales excellence, the key is consistency and frequency of learning.

In this workshop participants will gain practical knowledge which help them apply what is learned in the workshop which will leverage the power, fun and interactivity of learning. This unique sales training workshop will incorporate core drills (role plays), some new concepts such as your own and your customer's communication style and expert coaching to boost your sales performance.

## Key Benefits

This course will provide you Sales Insights to Sales Mastery, where your sales team members will learn and understand valuable concepts and simultaneously get coached on the following:

- **Learn** the Buyer's Buying Process & Conduct Customer's Needs Analysis (CNA),
- **Learn** the Power of using strong Questions - The Art of balancing between Advocacy and Inquiry
- **Learn**, practice & adapt to Customer's Communication Styles
- **Learn** how to Influence through Story Telling
- **Learn** Handling Objections
- **Learn** Pre-call Planning



### SYED AFFAN-UL-HAQ

Key Note Speaker

Leadership Development Expert

Certified Business Coach & Strategist

Director, Business Development @ E=mz2 Inc. (Canada)

Founder & CEO, C2mC (C2 Management Consultants)

## Who Should Attend

- **Area or Regional Managers including New & Emerging Managers**
- **Account Growth Managers (Business Development Professionals), Key Account Managers**
- **Customer Service Professionals, Team Leaders & Managers**
- **Inside or Outside Field Sales Representatives**

...only from Octara!!!

### For Details:

Karachi: 021-021-34547141, 34520093, 34520092

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*Helping You Succeed!*



**SYEDAFFAN-UL-HAQ**

**A**s a Certified Business Coach, he is passionate about working with people and Organizations to accelerate their shift to learn, grow and transform. His focus is to create profound shifts in the thinking and the behaviour of Sales leaders, teams and the entire Organization. He is highly driven to increase your employees' sense of purpose and building valuable relationships. As a Sales Management Executive, Coach and a Strategist... his focus is to optimize sales and business performance through sales leadership and team coaching.

He is an Executive and a Leader with 15+ years of experience in the field of professional selling and business coaching with the International Organizations. He is currently the Director, Business Development for a Canadian Company **E=mz2 Inc.** since 2015 and also a **Founder of C2mC - C2 Management Consultants** (to be professionally launched in January of 2019 in Pakistan). At E=mz2 Inc., the focus is to understand how people learn and how to transfer that learning into practice to create real-world-ready sales talent.

Prior to working with E=mz2 Inc. he has also worked with a Global Organization "**United Technologies - UTC**" in the North America with various sales teams as a Sales Management Executive from Area Sales Management to different regions at the Enterprise level. UTC serves it's global customers in the commercial aerospace, defense and building industries and ranks among the world's most respected and innovative companies. With his degree in Business Management and International Marketing and international experiences... he understands the world's evolving business complexities and is well versed in the coaching approach to develop people, one-to-one, in teams, or in groups.

**Valuable feedback from Internationals Client:**

" The combination of online modules followed up by a group discussion is a great way to gain another perspective on some of the concepts you didn't quite understand and allow you to share your findings on concepts you fully grasped to other who may not have. It's a fantastic process that would not have been possible without the Momentum team at the helm "

**Sean Chahley, Senior Account Manager**

" Your coaching programs has provided me a great learning experience that will help me in achieving my various managerial goals and to enhance my skill set as a Leader and manager when engaging with my sales team. Marquerite and Syed were excellent leaders, listeners, motivators and teachers. The lessons that taught me will stick with me for the rest of my career I appreciate everything that they did for us "

**Mike Grozell - Regional Sales Manager**

## Program Agenda

### 1. Sales Insights

- Difference between a Sales Rep Vs. a Sales Professional
- Understand "The Buyers Buying Process"
- Understand and Conduct Customer's Needs Analysis (CNA)

### 2. Learn, Practice & Adapt to Customer's Communication Styles

The OMNI5 Communication Styles will provide you with information about how you communicate with others, and how to best adapt to how your prospects and clients prefer to interact.

*(Practice through Role Plays)*

### 3. The Power of using strong Questions - The Art of balancing between Advocacy and Inquiry

- Establishing Rapport, Establishing Expertise and Credibility
- How to make distinctions between aggressive and assertive behaviour
- Follow and remember rules and techniques when questioning

*(Use of Video & Audio Slides)*

### 4. Influencing through Story Telling

- Value of using Story Telling (narrative) in Sales
- To reinforce the skill of eliciting a better state in others
- Use of Social Proof

*(Use of Video & Audio Slides)*

### 5. Handling Objections

- Understand different kinds of Objections
- Change Strategy of Reframing
- Understand the importance of information gathering during Negotiations
- Use of different strategies when handling Objections

### 6. Sales Mastery - Pre-call Planning

- Pre-call Planner (Sample) and Individual Pre-call Planner Creation

## INVESTMENT

**PKR 20,000**  
+SST/PST Per Participant

**FEE INCLUDES:**

Course material, certificate of attendance, lunch refreshments & business networking

### 3 Easy Ways to Register

021-34547141, 34520093, 34536306

register@octara.com www.octara.com

Send your cheque in favor of **Octara Private Limited**

To: **Umair Tariq** Admin & Account Executive

Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.

Tel: 021-34520708, Cell: 0302-4599773

### Bring this program In-house

This workshop can be customized to suit specific needs of your organization which may lead to significant savings & avoiding pitfalls. Please contact **Naveed Rahim** at naveed.rahim@octara.com or call at 0334-3082767