

# From Sales Manager to Business Manager

Business Acumen for Sales Professionals



June 19, 2013 - Karachi | June 21, 2013 - Lahore  
9:00am - 5:00pm

## Course Objective

Sales managers today are expected to be competent business people with sound business knowledge and commercial acumen. This workshop provides an understanding of corporate economics, factors for measuring business success, understanding the big picture, the impact of sales on bottom line and how to effectively bridge the gap between the market and the internal stakeholders.

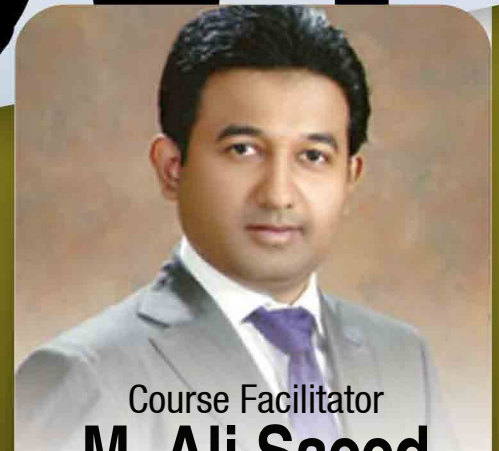


Guest Speaker : **Dr. S. A. Rab**

- Former Director Commercial/Director Marketing & Sales at leading Pharmaceutical Companies
- MBA, M.R.S.H, Certified Master Trainer- Ashridge, UK
- Lead Consultant Octara

Only from Octara!!!

For Details & Registration  
Tel: +92-21-34534261, +92-21-34536315, Fax:021-34520708  
E-mail : register@octara.com, info@octara.com | www.octara.com



Course Facilitator  
**M. Ali Saeed**

Chief Executive Officer at an  
Investment Banking/Equities  
Brokerage firm

Over 10 years of diverse professional experience in foreign & domestic equity markets specializing in buy and sell side roles

Former emerging markets strategist with Morgan Stanley Capital,  
UK



## Course Facilitator

**Ali Saeed's** professional experience converges from over 10 years of diverse indulgence in the fields of portfolio management and institutional/retail sales of equities to domestic and foreign market participants.

He is currently the CEO of a leading investment banking and equities brokerage firm operating at the Karachi bourse. His responsibilities have encompassed a wide range of roles from effectively marketing the firm to domestic, retail and corporate institutions and also managing the entire settlement cycle. He has also been engaged in sell side research and economic analysis. Ali's previous assignment was at a leading Asset Management Company where he led the portfolio and research efforts of the firm managing three funds with an asset base of PKR 7 billion. Prior to that, Ali was actively monitoring and investing in the far eastern markets at Morgan Stanley Capital in London researching and managing emerging markets in the Asia-pacific rim. Early in his career, his concentration in research efforts have paved the way for over 50 research reports and business journal articles

regularly published and distributed to domestic and international clients.

Currently, Ali is authoring a book on PPP (Public Private Partnerships) with a Boston based consultant. His association with academia has allowed him to currently pursue his M. Phil in Economics. He holds a MSc. in Finance & Economics from the prestigious Graduate School of Business at the University of Strathclyde in Glasgow, Scotland and Bachelors in Business & IT from the Curtin Business School at the University of Curtin, in Australia. He has attended various international conferences and workshops to enrich his own pool of thought.

Ali is renowned for his highly engaging, thought provoking and practical approach towards coaching and mentoring professionals. Off the corporate floor, Ali is also a regular visiting faculty member at leading universities in Karachi.



## Guest Speaker Dr. S. A. Rab

- Former Director Commercial/Director Marketing & Sales at leading Pharmaceutical Companies
- MBA, M.R.S.H, Certified Master Trainer- Ashridge, UK
- Lead Consultant Octara

**Dr. S. A. Rab** brings a rich diverse Sales & Marketing background with a very unique perspective to consultancy & corporate trainings. His interests in Sales & Marketing, Management, T&D and HR is supported by key learning's from his learning with Mc Kinsey, Tornow's Institute Florida, Ashridge UK, Brian Tracy International & INSEAD which he shares in this trainings. Having over 22 years of corporate experience in Sales, Organization and employee Development, Market & Behavioral Research with organizations such as Boots, Knoll, Dupont, Novartis, Ferozsos, MACTER International, gives him extensive and deep insight of door-to-door & executive boardroom sales.

## Here's what past participants say about Ali Saeed

"Highly practical! Ali's knowledge& enthusiasm for the subject was remarkable." **PPL**

"Fine tuned many key areas of valuation and analytics. It was a great learning experience with Ali." **Tapal Tea**

My understanding of financial concepts like H+V analysis, CAPM and DGM improved significantly. Overall it was an excellent course to be enrolled in." **Engro Corp**

## Ali Saeed has trained participants from



## Course Overview

More and more is being asked of sales people and sales managers when it comes to business knowledge and commercial acumen. Gone are the days of just being a product expert. Today, sales representatives are expected to be competent business people who have a better understanding of their business in order to effectively communicate their own products and services to their prospective clients.

This one-day training is designed to give sales professionals an overview of the key fundamentals of business management and what it takes to lead and manage a business. Through this program, participants will develop an understanding of presenting themselves as business professionals, not just a product sales person and it will give them a broad understanding of corporate economics, how business success is measured, how companies make investment decisions, as well as the language used by business managers and executives.

## Key Benefits

- 1 Evolve your thinking from a purely sales perspective to a **business perspective**.
- 2 Understand how **business acumen** is marked for sales employees and the organization
- 3 Discover the essential link between **business strategies** & sales function
- 4 Tie the **functional capabilities** of your solutions to the achievement of your client's business goals
- 5 Understand **corporate economics** looking at the roles of each function as well as corporate cause-and-effect between them

## Who Should Attend

Sales professionals, sales managers, sales consultants and all client-facing employees who need to better understand the inter-relationships between various business functions as well as their own personal role in improving the business.

## Course Agenda

### Session 1

90 minutes

#### Understanding Concept of Business Acumen

- What is Business Acumen: Elaborated
- What Business Acumen IS NOT!!!!
- Activity | Einstein Role Card
- Confusing Analytics - understanding the BIGGER Picture
- How Business Acumen ticks for: Employees
- How Business Acumen ticks for: Organization

### Session 2

90 minutes

#### Strategy linkage to the Sales Function

- Sales Evolution 1970's & Sales Evolution Today
- Business Consultant Hat
- Business Strategist Hat
- Understanding the Billion \$ Quest: STRATEGY
  - The "Magic Formula"
- The 5 "P"s of Developing Strategy
- Elements of Strategy
- Execution of Strategy
- Porters & SWOT Analytics

### Session 3

120 minutes

#### The Vantage Point

- Understand how different factors of a business connect with each other
- Activity | Business Simulation of a company
- Vantage Point: Understanding the MACRO (Big Picture)
- Paradigm Thinking
- The Impact on the Bottom Line
- Value Stream Mapping
  - Horizontal & Vertical Mapping of Sales
    - Pick the trends
    - Identify the Problems
    - Find a solution to those problems

### Guest Speaker Session

45 minutes

#### Breaking Free, Creating Strategic Sync

- What are the expectations from the Sales people - A Management Perspective

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June 19, 2013 - Sheraton Hotel & Towers, Karachi

June 21, 2013 - Pearl Continental Hotel, Lahore

## Workshop Investment

PKR **14,999**  
(Fee per participant)

Fee includes course material,  
Octara Certificate, lunch,  
refreshments & business  
networking

## 5 Easy Ways to Register

Phone : 021-3534261, 021-34520092  
Fax : 021-34520708  
E-mail : register@octara.com  
Address : Octara Private Limited  
1/E-37, Block-6, P.E.C.H.S., Karachi.  
Web : 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  
1/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

Bring **From Sales Manager to Business Manager** In-House

This workshop can be customized to suit specific need of your organization at significant savings.

Please contact Jason D'souza at jason.bosco@octara.com or call at 0332-2422732 for more details

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Karen S. Allawala

June 6, 2013 – Karachi

June 11, 2013 – Lahore

#### Resolving Conflict Resolving Options

Dr. S. A. Rab

June 18, 2013 - Karachi

June 20, 2013 - Lahore

#### Effective Project Management for Maintenance

Ben Stevens

June 3, 4 & 5, 2013 – Karachi

#### Machine Failure & Reliability

Ben Stevens

June 6 & 7, 2013 – Karachi

### JULY - 2013

#### 360° Performance Management

Irfan Hafeez

July 5 & 6, 2013 | Karachi

#### Service Through TEAMWORK

Ramiz Allawala

July 7 & 8, 2013 | Karachi

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