



Build a  
Strategic Sales Plan

Develop Strong,  
Flexible, Skillful Sales  
Leadership



Successfully  
Motivate Sales Team

# Improving Sales Performance through Effective Sales Leadership

Effective Sales Management Best Practices in Challenging Times

20-21 May 2011, Pearl Continental Hotel, Lahore

23-24 May 2011, Sheraton Hotel & Towers, Karachi

9:15 am - 5:00 pm

## Key Benefits

- ✓ **Building** a compelling vision and sales culture (B2B, Direct or Retail)
- ✓ **Recruiting** and training a sales team
- ✓ **Setting** objectives that connect vision to action and appraising performance
- ✓ **Developing** robust sales coaching (and feedback) skills and processes
- ✓ **Rewarding** the right behaviors through incentive schemes
- ✓ **Structuring** and delivering powerful sales team meetings
- ✓ **Creating** customer loyalty in tough times
- ✓ **Developing** and implementing your desired customer experience
- ✓ **Managing** change successfully to integrate your action plans

Course Facilitator



**Jerry Brown**

Managing Director

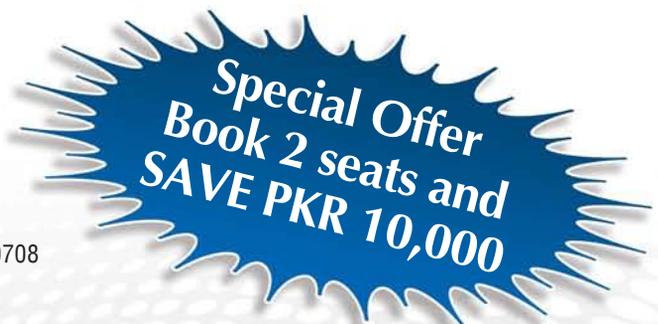
Maximum Performance International LLP  
United Kingdom



**For Details & Registration:**

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## Course Facilitator **Jerry Brown**

Jerry Brown joined the corporate Industry in 1983 where he enjoyed success as a Salesman, Sales Manager & latterly moving to a corporate role as Head of Training and Development. His 25 year career, both in retail and direct sales management with several blue chip companies, has given him unrivalled expertise in these areas.

For 10 years Jerry worked for PMC Consultancy as a Director and specialized in Corporate Cultural Transformation, Leadership Development, Team and Individual Executive Coaching.

Jerry is now the Managing Director of Maximum Performance International LLP, a UK based Consultancy which is aimed at providing its services internationally. In recent years Jerry has worked with Life Companies, Building Societies, Banks and High Street Retailers transforming sales cultures. He possesses extensive experience over the last 11 years working abroad particularly in the Middle East and USA as a Management Consultant.

Considered amongst the elite breed of trainers, Jerry is currently an Executive Coach to a number of Chief Executive Officers and Senior Management professionals in addition to delivering retail & sales management training courses around the world.

### Top Local and International clients benefited from Jerry's workshops:



### What delegates have said about Jerry Brown's previous courses:

"Thank you Jerry! Your enthusiasm for the subject was remarkable. I now have a clear mission and the art of creating a successful sales team."

**Manager Sales and Customer Services, Telenor**

"Excellent course! I've learnt how to be a master coach and motivate my team to achieve the goals."

**Area Sales Manager, Packages Ltd.**

"Coaching techniques, strategies, motivation and a lot more that I can apply to my team. Superb Presentation, and great interaction throughout the session!"

**National Sales Manager, Sanofi-Aventis**

"A truly valuable learning experience with leadership strategies and motivation to turbo boost sales performance."

**National Sales Manager, Arwen Tech. (Pvt.) Ltd.**

### Who Should Attend?

This course is especially designed for:

- Country Sales Managers
- Regional Sales Managers
- VP Sales & Marketing
- Area Sales Managers
- GM Sales & Marketing
- Sales Managers
- National Sales Managers
- Sales Executives

However, this workshop is also highly beneficial for Directors and Top Management, to derive full learning outcomes of the program to gain a better understanding of the strategic sales role within their own organizations.

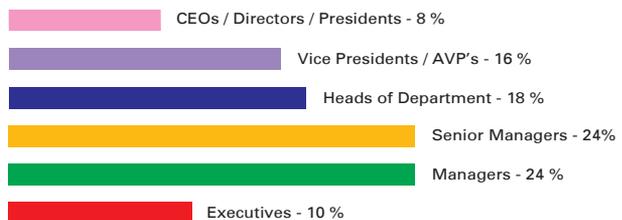


Participants of  
**"Improving Sales Performance Through Effective Sales Leadership"**  
 held on 13 & 14 March 2009, Karachi

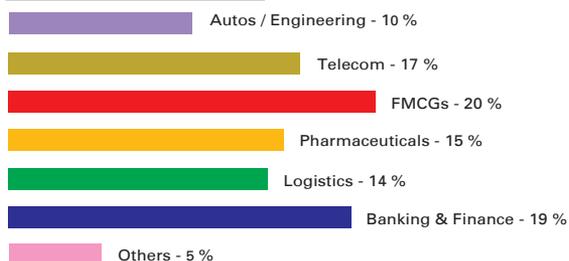
### "Improving Sales Performance Through Effective Sales Leadership"

was a tremendous success in 2009. Participants from the top companies of Pakistan took part in the workshop, bringing in diversified experience to the program which may also be gauged from the following data compiled.

#### By Participant Profile



#### By Industries Represented



## Day One

### Developing a Strategic Sales Organization

#### Organizing your Sales Force - Roles and Responsibilities

- Key sales functional activities
- Classic sales positions and functions
- Key sales management qualities

#### » The power of vision - case studies

- What makes compelling vision?
- The strategic planning process
- The elements contained in the process
- Mission statements
- Values Statements and their potential for empowering the sales team

#### » Cascade methodologies - getting the vision out to the sales team - case study

#### Sales Structures and Organization

- Planning and preparing the sales organization
- The characteristics of great sales leaders
- Self assessment exercise
- Analyzing your current sales force
- Developing the areas of major focus for your sales focus to achieve success
- Developing the sales structure
- Evolving sales cultures
- The core components of excellent sales cultures
- What can 'derail' sales cultures?

#### » Case studies of organizations with successful visions and cultures

### Recruiting The Team and Training Them for Success

#### Recruitment and Selection

- Overview of the recruitment process
- How to identify sales qualities and skills?
- Job descriptions and personal specifications
- Sourcing potential applicants for sales positions
- Screening the initial applicants
- Structuring and conducting interviews
- The sales interview framework
- Short listing candidates
- Making the final selection
- Planning the induction of a new recruit

#### Basic Sales Training

- The role of training in the sales force
- Fundamental content for sales training
- Developing a basic program
- Conducting group training sessions
- Variety in effective training
- Training "horses for the course"

#### Field Sales Training

- The nature and purpose of field training
- Assessing training needs
- The basic stages of training
- The training audit
- The practicalities of field training



## Day Two

### Personal Management

#### Developing Skillful Performance Coaches

- Understanding the fundamental principles of performance coaching
- The coaching process
- Coaching the sales process
- Diagnosing skills gaps
- Coaching contracts
- Giving feedback - the Accord model
- Tracking progress and records
- Consultative planning - skills practice
- Sustaining the coaching culture

#### Motivational Sales Management

- What is motivation?
- Why do salespeople need motivation?
- Motivational factors
- Practical motivation
- The 'join and consult' management approach

#### Motivating Through Rewards and Incentives

- What are the key options and which would be most appropriate?
- Developing and implementing motivational rewards
- The key principles of incentive schemes
- Justifying your incentive schemes

#### Providing Appraisals for Motivation, Training and Discipline

- What is the objective of appraisals?
- What do you measure and evaluate?
- What are the sources for appraisal criteria?
- Developing an effective appraisal system
- How to manage an appraisal system?
- Managing the results



#### Successful Sales Meetings

- Organizing and running successful sales meetings
- Making sales meeting presentations
- Brainstorming procedures - when, how and why?

#### Measuring Sales Performance

- What information is and isn't useful for sales teams?
- The MI factor

#### » Assessing a Sales Team - Case Study

- Feedback and coaching strategies to develop the sales team
- Managing sales managers time
- Model months approach

### The New Economy

#### Creating a Unique Customer Experience Leading to Customer Loyalty!

#### » Case Study Film of Outstanding Customer Service Experience

- The next stage of economic value
- Creating and implementing your ideal customer experience
- How experience makes profit?
- How to build up your desired customer experience through people, place, proposition and delivery
- The customer journey
- The psychology of your customers
- Bringing it all together

#### Your Transformational Plan of Action!

- Creating your action plan
- Understanding the impact of change emotionally, and practically on the team
- Planning the integration
- Communicating your plan and getting buy - in!
- Course summary and close

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## Workshop Investment

PKR **39,999/-**  
per participant

on 2 or more nominees

**SAVE PKR. 5,000**  
per participant

Course material, Octara certificate, lunch, refreshments & business networking

## Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**  
E-mail : [register@octara.com](mailto:register@octara.com)  
          : [info@octara.com](mailto:info@octara.com)  
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### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Strategic Partners



Logistics Partner



Partner



## Bring

Improving Sales Performance through **Effective Sales Leadership**

## In-house

This masterclass can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at [jason.bosco@octara.com](mailto:jason.bosco@octara.com) or call at **0332-2422732** for more details

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### CRISIS TALK Mastering the Language of Crisis

17 May 2011, Karachi  
19 May 2011, Lahore  
20 May 2011, Islamabad

**Jeremy Parsons**

### Leading with Emotional Intelligence

18 May 2011, Karachi  
20 May 2011, Lahore

9 am to 1 pm

**Graham Moore**

### Mind Mapping for Business Success

18 May 2011, Karachi  
20 May 2011, Lahore

2 pm to 6 pm

**Graham Moore**

### Pakistan: Past, Present, Future

19 May 2011, Karachi

**Javed Jabbar**

### Leadership: Ethics & Values

7 June 2011, Karachi  
9 June 2011, Lahore

**Ramiz Allawala**

### The Leader Shift

19 July 2011, Karachi  
21 July 2011, Lahore

**Dr. Tommy Weir**

### The Balanced Scorecard Strategy for organizational performance

20 - 21 July 2011, Lahore  
24 - 25 July 2011, Karachi

**Alan Power**

### Capacity Planning & Demand Management

22 July 2011, Lahore  
23 July 2011, Karachi

**Alan Power**

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