

Lead an Effective Sales Team and Increase your Profitability



Managing Sales Force Productivity

Maximizing Performance And Competitive Advantage
Facilitated by ***Ekhlaque Ahmed***

• KEY DERIVATIVES OF THIS INTERACTIVE WORKSHOP

- Exposure to Modern Sales Management Techniques
- Developing SCA (Sustainable Competitive Advantage)
- Development of Leadership and Motivational Skills
- Managing Proactively to Minimize surprises
- Development of Creative Partnership with Customer

Lahore
March 06, 2007
Pearl Continental Hotel

Karachi
March 20, 2007
Sheraton Hotel & Towers

Timing
9:00 am to 5:00 pm



Your Course Facilitator

Mohammad Ekhlaque Ahmed

With over 25 years of professional excellence in areas of Marketing & Sales, Ekhlaque Ahmed brings with him a diverse set of experiences to the overall Marketing arena in our region. Working as Director Operations with Rajby Industries, Ekhlaque is responsible for corporate restructuring and supervising functions including Human Resources, Quality Systems, Planning, ERP, etc.

He has earlier served on Senior Management positions at Philips Electrical Industries, Dadabhoy Cement, Osram Lighting Pakistan, and other organizations. A professional, with passion and commitment as his 'key success factors', Ekhlaque has been responsible for many ground-breaking projects like GLS Lamps Breakthrough; Rural Market Turnaround (won Asia Pacific QIC Championship); Luminaire business breakthrough; and various others.

He has widely traveled all over the world to attend international courses, regional meetings and workshops in countries like USA, France, Holland, Italy, Germany, China, Hong Kong, Belgium, Indonesia, Malaysia, Singapore, Thailand, Dubai, Saudi Arabia, Uzbekistan, Philippines, Japan, India & Nepal.

An MBA from IBA, he continues his devotion to the field of Marketing by serving as a visiting faculty member at prestigious universities like Institute of Business Management & Iqra University, contributing his knowledge on Channel & Distribution Management, Strategic Marketing & Planning, Human Resource Management, Sales Management, International Marketing, Industrial Marketing & Business Policy.

What past participants of Ekhlaque's courses say:

"Good course content blended with practical examples. Trainer has good subject knowledge"

**Distribution Manager
Novartis Pharma Pakistan Limited**

"A good and practical learning experience"

**National Sales Manager
Tapal Tea**

"Overall a wonderful learning experience"

**Marketing Manager
Pharmevo**

"It was a worth attending session. I gained tremendous insights"

**Assistant Brand Manager
Macter International**

Overview

Sales, being the only revenue generating activity makes the bottom line of the company. Selling activities are required to be performed and monitored intelligently and according to modern management principles to get optimal results.

This specially crafted, interactive program will improve skills to understand and manage sales operations more productively. We will explore the theoretical foundations and practical implications of the state-of-the-art techniques and concepts of contemporary sales force management.

Participants will be equipped to plan and implement effective sales force management practices in their organizations.

Course Content

- Skills & profile of a good salesman
- Key Processes in Professional Selling
- Sales Force Organization
- Leadership & Motivation in the sales force
- Sales force Compensation and Incentives
- Evaluating Performance of Sales force



Key Learnings

- ✓ **Exposure** to modern sales management techniques and practices both conceptual and applied in modern organizations
- ✓ **Developing** SCA (sustainable competitive advantage) by focusing on key aspects in talent hunt, induction and training of sales people
- ✓ **Development** of leadership and motivational skills and learning of tools to enhance salesman's intrinsic drive to achieve results
- ✓ **Managing** proactively to minimize surprises and to have sustained sales results and growth
- ✓ **Development** of creative partnership with customers to save possible disintegrating sales
- ✓ **Establishing** standards for excellence in sales results





Sales team management

solutions that **Improve Customer Satisfaction and Build Profitable Sales Revenue Fast**



Practical Application

CASE
STUDY

A review of how innovative sales management techniques have reflected on the boosted bottom-lines of renowned organizations

Who Must Attend

The workshop will benefit new or experienced:

- ▶ National Sales Managers
- ▶ Regional Sales Managers
- ▶ Area Sales Managers
- ▶ Business Unit Managers
- ▶ Marketing Managers
- ▶ Product / Brand Managers



and all sales team leaders of companies involved in Fast Moving Consumer Goods or industrial products or services.

Participants will get an exposure of selling methods & monitory system to have an integrated approach & more productive marketing & sales interface.



Book Today!
Turn over for fee & registration details

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
E-mail: register@octara.com
Fax: 021-4520708
- Send us your:
Name, Designation, Organization,
mailing address, phones, fax and e-mail
- Send your cheque in favour of
"Octara Private Limited" to:
Rizwan Ahmed Khan
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-4534261, 021-4548428
Cell: 0300-8275351

Registration Note

Participation will be confirmed subject to receipt of payment.

Cancellations 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 12 months

In the event of unforeseen circumstances, Octara reserves the right to cancel or postpone the event.

To receive this flyer by e-mail drop us a line at info@octara.com

To view reports on our past training workshops and events logon to www.octara.com

Registration Fee (Per participant):

- 1 - 3 nominees Rs. PKR 7,500
- 4+ nominees Rs. PKR 6,900

Includes course material, Octara certificate, lunch, refreshments & business networking



Training | Conferences | Events | Publications

Octara Private Limited is an independent enterprise and a Business Information Management company of the Tranzum Group specializing in Corporate/Management Training & Workshops, Seminars & Conferences, Event Management, Publications and Public Relations.

Octara has to its credit events such as the landmark 10th Management Convention of Management Association of Pakistan, the 10th General Meeting of the Asia Pacific CSD Group, the Asia Pacific Telecommunity International Symposium, Valuing the People Factor Conference, Excellence Award Ceremonies of CFAAP, ITU World Telecom Day Conference, first international OHSE Conference, and numerous workshops and seminars with world-class speakers in Dubai, Karachi, Lahore and Islamabad.

In the UAE, Octara has partnered with organizations like Etisalat Academy for international and regional events. As a strategic partner to Leading Minds, Octara marketed in Pakistan the 2005 & 2006 edition of the annual event "Leaders in Dubai".

Octara manages TCS Private Limited's acclaimed flagship publication CONNECT, SHV Energy Pakistan's newsletter AATISH and other designing and publication requirements of clients.

Octara is about YOU, so help us help you find and nurture your inner strengths and realize your business ambitions today.

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