

Sales Success Seminar

Special Offer
on Group Nominations

SELL MORE SELL SMARTER

**Sales Skills for the Passionate Sales Professional
who wants to sell more, make more and BE more**

By **Michael A. Podolinsky**, CSP, U.S.A.

Pearson Prentice Hall Author of
"Conversations on Success"
co-authored with sales guru, Brian Tracy

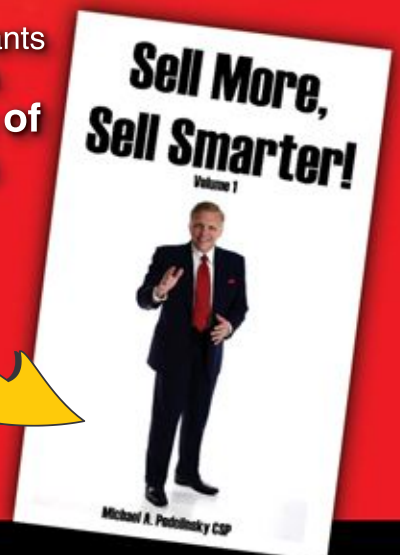
11th August 2008

Sheraton Hotel & Towers, Karachi

Timing:

9:00 am to 5:00 pm

Early registrants
will receive a
free copy of
Michael's
E-Book



Michael A. Podolinsky

Taking Sales Professionals to the Next Level

CSP, Consummate Speaker of the Year, Motivational Speaker of the Year, Ronald Reagan Gold Medalist 2004 & Pearson Prentice Hall author of 12 books

Michael A. Podolinsky CSP (**Certified Speaking Professional**) is a Passionate Sales Professional. He has helped sales people SELL more and his clients prosper and grow effective sales teams. His specialized knowledge is sought out over **6 continents** in **29 countries**. More than **11 million people worldwide** have benefited from his inspiring message!

As a former advertising account executive, **award winning sales rep** for the world's largest printer, he is an experienced sales pro. He also sold for America's largest telephone interconnect company so in sales, he speaks from experience.

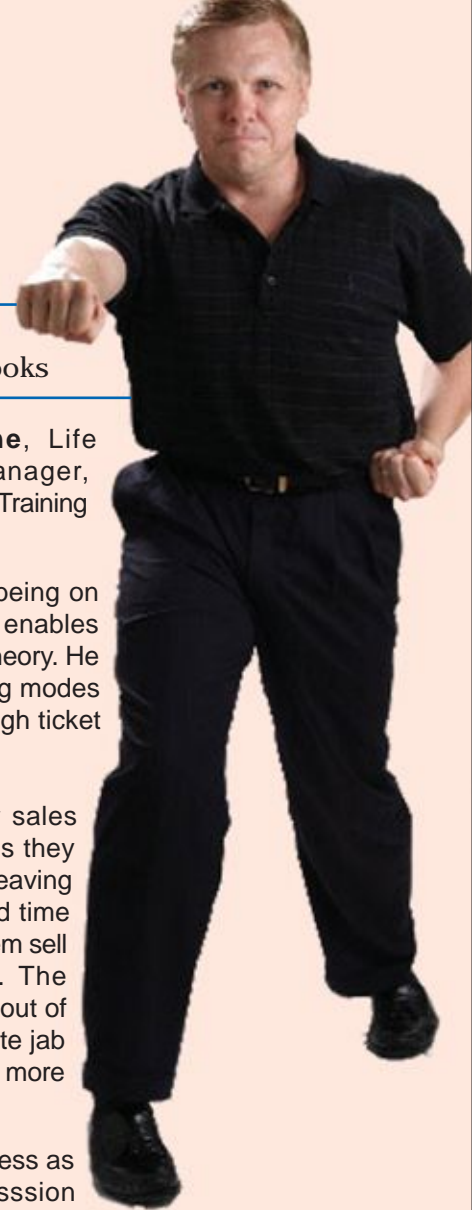
Michael is the **Pearson Prentice Hall author of 12 books** including 'Marketing Masters', 'Mining For Gold™' and 10 other works, including: Go For Your Goals!, Winning At Work, Smart Leadership, E-mail and Voicemail Tools, From Stress To Success, The Great Persuaders and The Great Communicators as well and produced a 44 minute motivational video called "Montai Magic... The Professional's Secret Weapon!" and over **500 journal articles** for

Successful Selling magazine, Life Insurance Selling, Today's Manager, Meetings & Conventions magazine, Training Magazine and others.

Michael's sales background and being on straight commission for **27 years** enables him to teach real world sales, not theory. He has sold both in relationship selling modes and hard sales (cold-calling) for high ticket electronic telephone systems.

Michael will teach you and your sales people rock solid sales techniques they can implement immediately upon leaving the program as well as time tested time management techniques to help them sell so much more in the long run. The motivational aspect will help them out of slumps and give them an immediate jab in the arm to go out and start selling more NOW!

He knows and lives the sales process as well as understands the profession of speaking to persuade an audience.



"He will hammer home the 2 step approach and how to deal with objections and close your sales"

600 + Clients Include

3M, Nokia, Citigroup, Maybank, Tyco, JVC, Toshiba, Philips, BP, Shell, GSK, IBM, Mobil, Pepsi/Frito-Lay, Seagate, Caterpillar Asia, Prudential, Arab-Malaysian Life Assurance, Young Presidents Organization, Singapore Airlines, Holiday Inn, Hyatt Hotel, National Semiconductor, United Nations, etc.



**When Michael Speaks,
Nobody Sleeps**

What Participants Say About Michael

"Entertaining and inspirational, you really DID double our productivity and triple our effectiveness!"

IBM

"Our employees rated you a 10"

Southern California Gas

"The most dynamic, impressive, knowledgeable, remarkable, magnificent trainer... YOU!"

Thai Airways

"Fresh, inspired, avant- garde."

3M

"Even after a heavy buffet lunch, there was no chance for a 'nap' or 'shut eye' as you kept us on our feet with mind boggling team building exercises. We were psyched and pumped up, asking for more"

AAR International

"Michael really customized his program to our sales team, helping us make more sales. He's a great trainer"

BAX Global Pvt Ltd.

Program Objective:

Learn how to take the essential skills of today's sales professional to the next level and Sell MORE and to Sell SMARTER. Included in this fast paced program are the secrets of how to prospect more effectively, how to get more referrals using NLP and other scientific tools, getting better testimonial letters, how to sell the value of your product at higher prices, how to stop "selling" and start "partnering", how to build relationships, how to stop leaving money on the table, how to master objections, how to close more sales and how to close them FASTER. You can literally DOUBLE what you are selling now and learn how to keep yourself motivated to move to the next level in sales.

“ Michael was also an Award Winning Salesman for the world's largest printer ”



Sell More Sell Smarter

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Program Content:

- Precall planning
- Software and your notebook computer... the essential tools for any sales pro today
- The **#1 CHALLENGE** for sales people & how to handle it
- Ways to gain more prospects
- **3 Keys to effective negotiation** and how to control them
- The Art & Science of how to prospect more effectively
- **Attracting bees to your nectar:** How to get people to come to you without you going out to find them
- **First Contact:** How to make a great first impression using NLP and good old fashioned sales skills
- Two step appointment / sales approach to gaining more accounts and more business (This is not new, but surprising how many sales people have it wrong-do you?)
- **Sales letters that SIZZLE!** (Hot new ways to make sales letters, e-mails and cover letters that sell)
- Stay in touch with prospects in **CREATIVE** ways and within a tight budget
- Remember what your business has that no other business can offer!
- **Building rapport** & asking the **RIGHT** questions at the **RIGHT** time
- Learn "**Podolinsky's Master Sales Presentation Skills**"
- How to get more referrals using **NLP** and other scientific tools
- How to get **FANTASTIC testimonial letters** and then how to use them
- The how and why you want to stop "**selling**" and start "**partnering**"
- Turning the Tables... **5 ways to overcoming Objections**
- **5 ways to close more sales** and close them FASTER
- Where to find your motivation when in a slump
- **Sales Motivation!** How to keep it running high!

Who Should Attend:

Sales professionals from most business to business sales situations and business people who sell high ticket items to consumers.


BRING In-house Sell More, Sell Smarter

These workshops can be customized to suit specific needs of your organization at significant savings! Please contact Muhammad Arif at marif@octara.com or call at 0300-8275091 for more details

Book Today!

To Avail the **Limited Time Offer** & Be Included in the **Speaker Special Event**, Turn Back for Details

Sell More, Sell Smarter

Program Fee (Per Participant)  **1-4 nominees US\$ 199/-**
*Please Note - Program fee can be paid in Pakistani Rupees as per the current conversion rate

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

10% Group Discount on 5-9 nominees

Networking Lunch & Coffee Break



This seminar will give an opportunity to business professionals to network with their peer groups with diverse industry backgrounds during the coffee and lunch breaks.

Limited Time Offer! (15% Discount)

Reserved Seating Area (15% Group Discount on 10+ nominees)



This is an open seated seminar. However, if you book a group of 10 or more, you will have the privilege to be seated in the front section of the seminar hall.

This seating is limited and is allocated on a first come first serve basis.

Speaker Special Events (20% Discount)

Speaker Special Events (20% Group Discount on 15+ nominees)



This is a rare opportunity to meet face to face with Michael Podolinsky, group bookings of 15 or more delegates can enjoy the privilege of 'private' time with Mr. Podolinsky, to chat informally and exchange ideas over coffee or lunch.

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
E-mail: register@octara.com
octara@gmail.com
Fax: 021-4520708, 021-4546639
- Send us your:
Name, Designation, Organization,
mailing address, phones, fax and e-mail
- Send your cheque in favour of
"Octara Private Limited" to:
Muhammad Imran Anwer
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-4534261, 021-4536315,
Cell: 0321-2670041

To view reports on our past training workshops and events logon to WWW.OCTARA.COM

Registration Note

Participation will be confirmed subject to receipt of payment.

Octara Cancellation Policy

Our Cancellation Policy is activated as soon as an invoice is received by the client. Due to any reason if the client is not able to attend the workshop/conference, they may inform Octara Sales/Finance department in writing within 48 hours of the receipt of the invoice. In case of no intimation from your organization we reserve the right to claim the invoiced amount. 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 12 months.

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Official Carrier



Partners



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Strategic Partner

