



Staying in the Helicopter®

For Sparkling Sales Growth

Re-align your Strategies | Re-set your Sales Targets | Achieve sustained Sales Growth

15 July 2010, Sheraton Hotel & Towers, Karachi | 9:00 am to 1:00 pm



Course Facilitator:
Roger Harrop

Key Benefits:

- **Define** your aspirations vs competition
- **Recover** and Retain Lost and Existing Customers
- **When** to use Agents & when to use Distributors
- **Manage** change and walk the talk!
- **Learn** the secrets to double your sales for free

Each section is stimulated and supported by the introduction to powerful models and the simplified lessons from key pieces of research, including the **Universal Buying Process**, **Sales Management Matrix™** and **The Change House** interlaced with stories, anecdotes and humour.

What Delegates Have Said About Roger:

“Roger, we have seen a sustained increase in revenues and profits as a direct result of hearing you speak. Thank you!”
Martin Mulligan, CEO, Martin Mulligan Group Limited

“Highly stimulating, thought provoking, challenging, exciting and very relevant. All words the team used to describe their feelings and thoughts about the session.”
Richard Tickle, CEO, Flowmaster Group BV

Course Overview

The seminar stimulates delegates to regularly take the opportunity to step outside the day-to-day constraints of their normal Sales & Marketing activities. It explores the benefits of maintaining a focus on the ‘big picture’ – not just in terms of the overall Sales & Marketing strategy but in all aspects of operations. By this concentration on the really important issues, delegates will significantly improve their own effectiveness, reduce their levels of stress and, most importantly, see direct benefits to the on-going health and **sustained growth** in sales of the business.

The Seminar’s twin themes of ‘**Staying in the Helicopter**’ and ‘**Keep it Simple**’ are reinforced through thought provoking practical models and real life examples which cut through the latest business speak and corporate fashion to focus on the important issues for the Sales & Marketing activities of the business.

Delegates leave with a specific, simple and relevant **action list** that helps them to Stay in the Helicopter – and immediately develop **Sparkling Sales Growth**.

Training Methodology:

Learning will be facilitated through a high energy interactive presentation, lessons, open discussions, models and short cases.

Who Must Attend?

This half-day seminar is designed for the Sales Professionals throughout the management cadre seeking breakthroughs and strategies for sustained sales growth.

For Registration

Tel: 021-34536315, 021-34520093, Fax: 021-4520708
E-mail: register@octara.com, info@octara.com
www.octara.com

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Book 2 seats & SAVE PKR 6,000



Course Facilitator
Roger Harrop



"Congratulations! - your workshop scored 8.9 in the survey results which is very good"
Young Presidents Organization

Roger is a highly acclaimed International Speaker who inspires and entertains his audiences with his acclaimed Staying in the Helicopter® series of keynotes, seminars, workshops and master classes. **Over 5000 CEOs, Business Leaders, Managers and Owners** have seen **transformational growth in profits and sales** through his thought provoking and entertaining programs laced with real-life stories, anecdotes and humor.

He is **Speaker of the Year with The Academy for Chief Executives**. He is an **Author, Non-Executive Director, SME Business Advisor, Mentor and Consultant** focused on improved **sustained profitable growth**.

He has extensive experience across a broad spectrum of businesses - from small start-ups to large multinational corporations; from

high tech manufactured products through basic commodities, to people based services businesses and Not-for-Profit organizations.

Roger spent **7 years as Group Chief Executive** of a fully quoted, high tech Industrial Instrumentation Group with 12 operations over three continents. The company was listed in the UK Government's 'Competitiveness' White Paper and gained a reference in the **US Forbes magazine** as one of the **top 100 overseas companies** and has been used as a benchmark case study by two business schools on Culture Change and Business Re-Engineering.

Roger is **President of The Professional Speakers Association, a Member of Faculty of The Institute for Management Studies, a former Vice-President of The Institution of Mechanical Engineers, a fellow of The Chartered Institute of Marketing** and a

Liveryman with The Worshipful Company of Marketors.

He readily sees, and helps you to see, the "helicopter view" - gained by rising above the day-to-day to see the underlying simplicity of business and its operations and anticipate the likely patterns of change.

Roger has trained participants from:



Seminar Investment

PKR **14,999/-** per participant

on **2+** nominees

SAVE PKR. 3,000 per participant

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

Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**
E-mail : register@octara.com
 : info@octara.com
Fax : 021-34520708, 021-34546639
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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 Note

Participation will be confirmed **subject to receipt of payment**.

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.



Bring

'Staying in the Helicopter'® - For Sparkling Sales Growth In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Mohsin Rahim** at **mohsin.rahim@octara.com** or call at **0321-2133409** for more details

Upcoming Programs Book your seat TODAY!

July 2010

Staying in the Helicopter®
The Key to Profitable Growth for all times
14 July Karachi

Integrated Procurement and Supply Chain Management Strategy
Dr. Dermot Carey
19 & 20 July 2010, Karachi
22 & 23 July 2010, Lahore

Personal Effectiveness at Work
Saadi Insha
26 July 2010, Karachi
06 August 2010, Lahore

Effective Business Communications
Karen Allawala
19 & 20 July Karachi
21 & 22 July Lahore

High Performance Leadership
Ramiz Allawala
July 2010, Karachi

August 2010

Sales Masterclass
Course I
Sales Excellence
August 2010, Karachi & Lahore

Course II
Sales Force Management
August 2010, Karachi & Lahore
Haseeb T Hasan, UAE

The Art of Effective Delegation
Baseer Sami
August 2010, Karachi & Lahore

Advanced Selling

Craig Wardman, UK
August 2010, Karachi & Lahore

September 2010

Course I
Forecasting and Capacity Planning
September 2010, Karachi & Lahore

Course II
Strategic Quality Management
September 2010, Karachi & Lahore
Alan Power, UK

Total Rewards Strategy
Rahim Shirazi
September 2010, Karachi

Improving Sales Performance Through Effective Sales Leadership
Jerry Brown, UK
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Crisis Response and Communication Management
Jeremy Parson
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October 2010

Training Needs Analysis
Paul Walsh
October 2010, Karachi & Lahore

Managing the Training Function
Paul Walsh, UK
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Winning Decisions
Sualeha Bhatti
October 2010, Karachi & Lahore

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