



# Successful Selling Series

A comprehensive program on B2B selling skills

Course Facilitator: Furqan Qureshi

## MODULE - 1



### Personal Effectiveness

✓ Karachi - May 20, 2015 | Lahore - June 8, 2015

**DELIVERED**

## MODULE - 2



### Presenting your Proposal

✓ Karachi - June 4, 2015 | Lahore - June 11, 2015



### Discover Customer Needs

✓ Karachi - May 20, 2015 | Lahore - June 9, 2015

**DELIVERED**



### Gain Commitment, Close the Deal

✓ Karachi - June 5, 2015 | Lahore - June 12, 2015

...only from Octara !!!

For Details & Registration

Karachi 021-34547141, 34536306-12-14 | Lahore 042-35763063-4 | Fax: 92-21-34520708 | [register@octara.com](mailto:register@octara.com) | [www.octara.com](http://www.octara.com)



Course Facilitator:

## Furqan Qureshi

- Trained at IBM
- Prolific Speaker and Presenter
- 30+ years of **B2B & B2C** experience

Furqan Qureshi brings with him a rich and diversified 'C' level experience working at multinational and national companies. He started his career with **IBM Corporation** as a System Engineer and moved up to a sales role to pursue a successful sales career. He moved to the Telecom industry in 2006 where he established and headed the **Enterprise Sales Division at Wateen Telecom**. His last role was **Chief Commercial Officer (CCO) of PTCL**, where he achieved his targets year after year. During his 34 year career, has also served as the Chief Information Officer (CIO) at a financial services group in the country & as Senior Vice President Strategy & Marketing at Si3.

He is a perennial learner and has trained, counseled and coached hundreds of individuals in disciplines of sales, marketing, process management, technology management, change management, business strategy and leadership skills. A prolific speaker, presenter and trainer, he is now turning the page to benefit you from his experience and learning. He has earned the respect of his employers and his customers for his commitment to results and delivering on the promise.

He is a living example of excellence in Relationship Management. He practices what he preaches 'You have to live with your customer to gain the customer's trust and you will be measured, not by your product, but by the quality of service you deliver consistently'.

## Course Overview

Selling is a combination of science and an art. The 'what' of selling has developed as a science, however 'how' of selling remains an art. For each sales environment, be it B2C or B2B or B2G and now C2B and C2C, a different scope and scale of science and art is applied to be a successful salesperson. The most difficult of these remains B2B and B2G selling. The complexity for the B2B / B2G salesperson has increased over time. The science and art of selling remains dynamic and keeps changing, demanding all of us to discover, learn and practice the new techniques and skills.

## Learning Outcomes

- ▶ **Gain** high confidence, positive attitude and motivation in your sales career
- ▶ **Learn** the ingredients of successful selling and steps required in selling process to gain customer commitment
- ▶ **Sharpen** your presentation skills to deliver a convincing presentation
- ▶ **Become** a star salesperson by mastering auditory and kinesthetic skills, in objection handling and negotiation meetings, to close the deal

## Who Should Attend?

**If you are in any of the following stage of your sales career, then you should be attending these courses:**

1. You plan to pursue a career in sales or have recently started a sales career
2. From time to time you struggle to achieve your sales targets
3. You need to inspire, motivate and manage salespersons to deliver 'Peak Performance'
4. You have been recently appointed or are soon to be appointed sales manager with front line responsibility for a sales force of at least two persons, or more
5. Managers who need to refresh their perspective with innovative ideas on end to end sales cycle
6. You work very closely with the front-line sales team & the salespersons cannot sell without your services

# MODULE - 1

## Personal Effectiveness

Course  
I

✓ May 25, 2015 - Karachi  
June 8, 2015 - Lahore  
9:00 to 5:00

**DELIVERED**

### Course Overview

At the end of the day, it is the salesperson that makes the difference. In B2B selling, it is the human interface that contributes & creates the greatest value for the customer, regardless of the technology interfaces between you and your customer. Consequently, each and every member of the B2B sales team owns the responsibility to create the image of the brand that the salesperson represents.

The first phase of “**The Successful Selling Series**” will help the participants to evolve as an **effective salesperson**. Participants will learn the key factors that create a positive impression on the customers. The learning will motivate the salespersons to create a lasting impression for a long term relationship with their customers.

### Learning Outcomes

- ▶ **Increased** effectiveness in creating a lasting impression on your customers
- ▶ **Understand** the mind-set of your customer to be able to predict their response to your actions
- ▶ **Learn** how to be effective and successful from the very first sales call
- ▶ **Gain** high confidence, positive attitude and motivation in your sales career
- ▶ **Upgrade** your skills for Insight selling

### Course Agenda

- You don't get a second chance to make the First Impression
- What matters most – Your Brand or You
- How well do you know yourself and your customer
- What is a Planned Sales Call
- Insight Selling

## Discover Customer Needs

Course  
II

✓ May 26, 2015 - Karachi  
June 9, 2015 - Lahore  
9:00 to 5:00

**DELIVERED**

### Course Overview

Understanding and capturing customer's requirement can be as simple as discovering someone is thirsty, but in B2B selling, the life of salesperson is not that simple. You will have to meet with many customer employees to discover their needs. You may or may not create an opportunity to increase your revenue. You will need appropriate probing and questioning skills to discover your customer's needs.

The second day of “The Successful Selling Series” is the timely march towards discovering the customers' needs i.e. **your next sales call**. You will understand how to determine 'who is your customer and who is not', what it takes to do a needs analysis in order to develop multiple solutions and propose the best solution to the customer. From the first sales call to the deal closing call, how does the salesperson gain momentum with each sales call, including when and when not to escalate to 'C' level executives to gain commitment.

### Learning Outcomes

- ▶ **Discover** the process of selling
- ▶ **Understand** the value of speaking versus listening and importance of body language in a sales meeting
- ▶ **Comprehend** the how and what of questioning techniques to establish the customers' needs
- ▶ **Develop** appropriate solutions for the customer
- ▶ **Learn** the ingredients of successful sales calls and steps required in selling process to gain customer commitment

### Course Agenda

- Planning for Discovering Customer Needs
- Questioning Techniques, Collecting and then Sifting the Data and Information, and Developing the Solutions
- Speaking, Listening & Body Language in customer meetings
- Needs Analysis and Solutions
- Building the Sale

# MODULE - 2

## Presenting your Proposal

Course  
III

June 4, 2015 - Karachi  
June 11, 2015 - Lahore  
9:00 to 5:00

### Course Overview

In B2B selling, a presentation is half your sale. The third stage of “The Selling Success Series” indulges you to comprehend the science and art of **presentation skills** in the **business of selling**. A convincing presentation is the only way forward for the salesperson. A poor proposal presentation will mean you lose your customer and have to end the entire sales campaign without any revenue.

The challenging salesperson will discover, how to build and sell the proposal, the ‘what’ and ‘how’ to do it in a presentation, types of presentation for each occasion and each level of customer hierarchy, handling questions during presentations, and gaining customer commitment. Importance of presentation as an opportunity to create multiple opportunities in the sales domain will be highlighted.

### Learning Outcomes

- ▶ **Learn** and refresh your presentation skills for increasing sales and revenue
- ▶ **Learn** new techniques and styles for presentation
- ▶ **Master** the art of speaking and body language in a sales presentation
- ▶ **Discover** how to strike a balance between form and substance for your presentation
- ▶ **Gain** customer commitment during your presentation
- ▶ **Deliver** a ‘Killer Presentation’

### Course Agenda

- Types of Presentation and your plan for the presentation
- Managing your Voice and Body during the presentation
- Developing and Delivering your Message convincingly
- Understanding and managing your audience response during the presentation
- Handling Questions positively
- Gaining Customer Commitment

## Gain Commitment, Close the Deal

Course  
IV

June 5, 2015 - Karachi  
June 12, 2015 - Lahore  
9:00 to 5:00

### Course Overview

It is often said that a salesperson who cannot gain customer commitment and close a sale should not be in the business of selling as gaining commitment is, by far, the most difficult and yet, the most exciting challenge to accomplish. The art of selling is often challenged when it comes to negotiating and handling customer’s objection. Since it is the final step before locking the deal, therefore, each move by the salesperson should be rendered carefully.

The fourth session of “The Successful Selling Series” provides the salespersons with the ammunition i.e. **Objection Handling and Negotiation Skills and Closing Skills**. The sales warriors are just a step away from the grand finale. The session “Gain commitment, Close the Deal” will provide the candidate with the penultimate skill to close the deal while confidently handling objections and conflicts, negotiating the price and contract, and finally gaining the customers’ commitment and closing the sales deal.

### Learning Outcomes

- ▶ **Learn** how to shorten the time it takes you to close a deal
- ▶ **Master** the art of speaking, listening and body language during an objection handling and negotiation meeting
- ▶ **Acquire** the skills to close deals and increase your sales and revenue
- ▶ **Learn** new techniques and styles for responding to customers’ objection
- ▶ **Become** a Star Salesperson to pursue & grow your sales career

### Course Agenda

- Planning for Objection & Handling & Negotiation meeting
- Objection handling and Negotiation skills
- Gaining Customer’s Commitment and Closing Skills
- Getting that final customer signature on the Contract/ Agreement

# Successful Selling Series

A comprehensive program on B2B selling skills

## Workshop Investment

4 separately bookable courses

### Module-1



#### Personal Effectiveness

PKR 20,000 (+SST/PST)\*  
(fee per participant)



#### Discover Customer Needs

PKR 20,000 (+SST/PST)\*  
(fee per participant)

Book your seat in both courses for PKR 35,000  
\*Plus PST 16% / SST 15%

### Module-2



#### Presenting your Proposal

PKR 20,000 (+SST/PST)\*  
(fee per participant)



#### Gain Commitment, Close the Deal

PKR 20,000 (+SST/PST)\*  
(fee per participant)

Book your seat in both courses for PKR 35,000  
\*Plus PST 16% / SST 15%

## FEE INCLUDE

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

## PAYMENT PROCEDURE

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 Successful Selling Series In-House

This workshop can be customized to suit specific needs of your organization.

Please contact Jason D'souza at [jason.bosco@octara.com](mailto:jason.bosco@octara.com) or call at 0332-2422732 for more details



[www.octara.com](http://www.octara.com)



[facebook.com/teamoctara](https://facebook.com/teamoctara)



[twitter.com/teamoctara](https://twitter.com/teamoctara)

# JUNE 2015



## Training Calendar Open Enrolment Programs

### Project Management Skills for HR

Facilitator: Mohammad Asim  
June 2, Karachi | June 3, Lahore  
Fee: PKR 20,000 (+SST/PST)\*

### Gas Infrastructure Development Cess Laws (GIDC) Workshop

Facilitator: Asif Kasbati  
June 4, Karachi  
Fee: PKR 12,000 (+SST)\*

### Manager - Leader

Facilitators: Ramiz Allawala, Dr. S. A. Rab,  
Hassan Rizwan & Kanwal Akhtar  
June 16, Karachi  
Fee: PKR 11,500 (+SST/PST)\*

### Post Budgets Workshop

Facilitator: Asif Kasbati  
June 16, Karachi  
Fee: PKR 15,000 (+SST)\*

#### NOTE:

\*Fee per participant (includes lunch, refreshments & course material)  
\*Plus PST 16% / SST 15%  
Discounts available on a minimum of 5 nominations per course/city

#### KARACHI OFFICE:

1/E-37, Block-6, P.E.C.H.S.,  
Karachi, 75400 Pakistan  
Tel: 021-34536306, 34547141, 34536315  
Fax: +92-21-34520708

#### LAHORE OFFICE:

58/D - 1, Gulberg III, Lahore, Pakistan  
Tel: +042-35763063, +042-35763064,  
Fax: +92-21-34520708

#### DUBAI - UAE OFFICE:

Office #5, Abdullah Rashid Muhammad  
Saif, Building, Rashidya, Umm Ramool,  
P.O. Box 29575, Tel: +971-42858556,  
Fax: +971-42858560

info@octara.com | www.octara.com

 facebook.com/teamoctara

 twitter.com/teamoctara