



Turning SELLING into BUYING®

Featuring the **APEX™** Model of Influence



March 11, 2014 - Karachi

March 13, 2014 - Lahore

Trevor Græme Wilkins

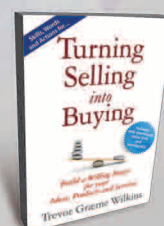
Renowned Guru of Sustainable Selling
Certified Sales Director, Ashridge Business School
Leader and CEO - Holis Associates Inc.
Solution Selling Coach & Business Manager - Logica Finance
Former Sales Director NEON Software, Europe (NASDAQ)

Watch Trevor speaking
about this program at:
www.octara.com



Early registrants will receive
a complimentary copy of
Trevor's highly
acclaimed book

Turning Selling into Buying!



Sustainable Selling Guru

Trevor Græme Wilkins

- Sales Transformation at multinational sales teams.
- Training & Mentorship at multiple startups & incubators
- Influence Training for every engineer at Ottawa University
- Keynote Trainer at Kickoffs & Conferences
- Trained and Inspired 1000s of individuals and teams worldwide

Trevor is passionate & energetic about influencing other people to buy new ideas, visions and services - and doing it ethically and efficiently. He was a leader for 14 years in the military, and then spent 23 successful years creating buyers in the toughest markets in the world. He influenced individuals and major corporations to buy multi-million dollar solutions from him and his team; others to become his partner or distributors; and, not least, investors to help build the business.

After retiring as an Army captain, Trevor worked his way up from a team leader at the London Stock Exchange, then a sales rep, and sales manager, ending up as MD of a Swiss Internet Collaboration company. Along the way, he has influenced people to buy complex technology, full blown solutions and business services in Finance, Telco, Transport & Industry.

He ran worldwide channels and enjoyed success working with IBM's global software business. He started the European operation of what became a thriving NASDAQ company - in his home office - and led his team over three years to build a turnover of \$32M from zero. Before that, he set up a successful new line of complex banking solutions at a Logica - the global financial software house.

As well as delivering keynote speeches and his APEX™ Seminars, he owns Holis Associates Inc., whose growing team of domain experts deliver sales infrastructure solutions that fix problems in sales, marketing or channels...and in a way that make that change stick.

His book **Turning Selling into Buying** is available from Amazon Worldwide. It strips away fear and deception from influence and replaces them with techniques that can be used by everyone, every day - in life and at work. It includes scores of downloadable exercises, documents & videos.

"Clear English, a focused approach, and lots of entertaining stories – a really great resource for every ambitious young Asian entrepreneur."

(About Trevor's Book)

hp Michael Sher
VP of Sales,
Customer Success & Solutions Group



Look Who is Learning with Trevor



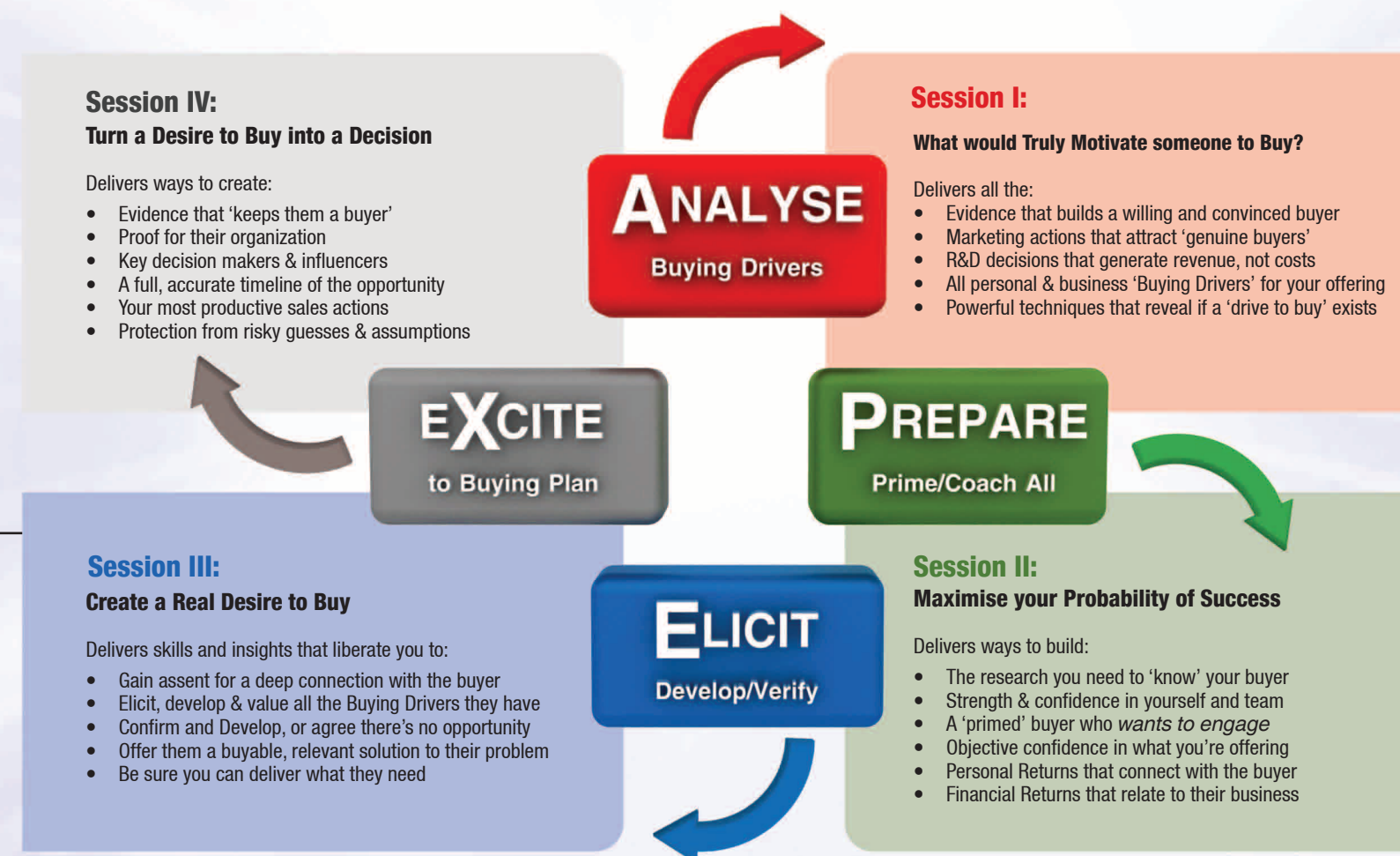
Turn Selling into Buying

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As our 21st century world gets smaller and more intimately connected each day, cultural and social differences are blurring. Technology is changing the way we think and act — all at a huge rate. One outcome of this is that new people realize each day that they can take more control of their lives and workplaces. — regardless of age, gender or skill level. They demand more influence over events around them and tolerate less stress doing so. We're at the point where most us live by 'selling something' — but have almost no guidance in how to do it.

Turning Selling into Buying (TSB) solves one part of this huge puzzle; whilst reflecting the exciting new values emerging today. It addresses a key skill — influencing others to buy or 'buy into' whatever we're offering. It solves the biggest problem we all face at work or outside it — influencing effectively and sustainably — and more ethically, and predictably than in the past. Turning Selling into Buying delivers 3 things - simple, easily learned, yet oh-so-powerful verbal skills; psychological insights that will change the way you see the world; and a simple, flexible framework you can use at any and every opportunity for selling or influencing.

Course Agenda



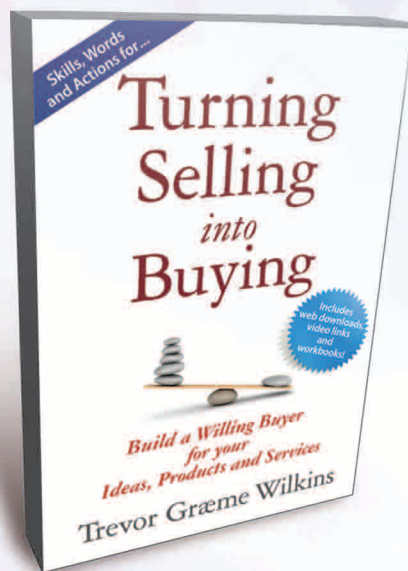
ACTIVITY:

The workshop will be energetic and very 'hands on'. Using sketches, demonstrations and practical exercises, Trevor takes his audience through a series of revelatory steps. As these progress, the audience will work with both 'dummy offerings' and also with whatever they are 'selling' - products, services or ideas. Each section will finish with a shared Q&A to ensure everyone is ready for the next. All of the insights and techniques covered will be pulled together at the end in a 'slow-motion' influence meeting which demonstrates and drives discussion of how TSB can be used in real life.



APEX A Journey of Influence





Early registrants will receive a complimentary copy of Trevor's highly acclaimed book **Turning Selling into Buying!**

Top 6 Learning Outcomes:

1. **DISCOVER** the only 5 reasons anyone will ever buy - anything - from you
2. **TURN** a willing buyer into an order or decision
3. **USE** the psychology of influence to keep any buyer convinced
4. **NAVIGATE** your buyer's mind to *truly* discover what they need
5. **PREPARE** for and comfortably control any Client or Partner meeting
6. **BUILD** sustainable relationships, sustainable sales, sustainable revenue

“ We all live by selling something! ”

Who Should Attend:

Absolutely anyone who comes into direct contact with existing or potential customers be it from Industrial or Service industries and selling at the retail or corporate level. This includes staff from:

- Sales, Sales Management, Sales Support
- Marketing, PR and Advertising
- R&D and Product Management
- everyone in Startup Leadership
- Customer Service, Project Management
- Professionals who 'sell themselves' - Law, Tech, Consulting etc

About Holis inc:



The Holis Associates is a group of experienced, battle-hardened industry professionals. We are tied together by the ethical, sustainable approach that TSB brings to so many aspects of business and in which we all believe strongly.

As well as organising workshop & seminars, the Associates work with senior management before, during and after the event to ensure that the return from their TSB investment is maximised.

We deliver or manage any of the work needed to 'make the change stick'. This has included a wide variety of skills and projects - CRM, cold calling, marketing, reorganisation, website design, product management, recruitment, personal coaching and much else.

We deliver the skills that 'take the TSB effect to the next level'.

Turning **SELLING into BUYING®**

Workshop Investment

PKR **17,990/-**

(per participant)

Group Discounts are available.
Please contact us for groups of 5 or more.

Fee includes course material, Octara Certificate, lunch, refreshments & business networking

For Registration

Karachi

Program Manager: **Umer Rehan Siddiqui**
Phone: 021-34536312 | Cell: 0335-2777715
Fax: 021-34520708
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Lahore

Program Manager: **Adeel Jawaid**
Phone: 042-35755013 | Cell: 0346-4029899, 0300-4236700
Email: adeel.jawaid@tcs.com.pk; register@octara.com

Payment:

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 **Turning Selling into Buying®** In-House

This program can be customized to suit the specific needs of your organization at significant savings.
Please contact Jason D'souza at jason.bosco@octara.com or call at 0332-2422732 for more details

Connect with Trevor & Octara on social networks



twitter.com/teamoctara
twitter.com/sellingtobuying



facebook.com/teamoctara



youtube.com/octaratraining

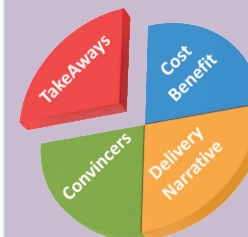
**Join the
UPPER CIRCLE
today!**



SPECIAL OFFER!

Book 30 participants and you get either a complimentary
2 hour 'ABC Analysis' Introduction for your organization
OR a **2 hour Boardroom Session**
for your senior leadership

ABC Analysis



ANALYZE what buyers truly take away from what you can deliver

BUILD a full set of 'Buying Drivers' for your offering in that market

CREATE a supporting framework of Verbal Promoters, Delivery Narratives, ROIs, and Convincers

What you and your team will take away:

A basis for repeatable, accurate opportunity qualification

Objective methods to match offering to market or client

A fabulous basis for a 'needs elicitation' at a prospect

Products, services & propositions your market desires

A solid base for triggering larger, more strategic projects

A high ROI approach to new product or market launches

Contact us for Details