



The Champion

Sales Professional

An Interactive Training Course To Help You Become a Star Sales Professional

18 January 2011, Sheraton Hotel & Towers, Karachi | 21 January 2011, Pearl Continental Hotel, Lahore | 9:15 am - 5:00 pm

Course Facilitator: Hassan Bin Rizwan

Course Overview:

In today's world of cut-throat competition, your sales team has to be ever more efficient with their selling methods. Today, the traditional concept of pushing sales is being replaced with the sales techniques that focus on solving customer problems, 'inspiring' them towards a sale. How effectively your sales professionals offer customized solutions could just be the difference between an 'industry leader' and a 'wash out.' This program serves as a comprehensive review of sales process with the new customer-focused techniques.

Key Benefits:

After having completed this program, all participants will:

- Identify the right prospects and business opportunities
- Discover the customers' needs and identify selling opportunities
- Learn how to make a dynamic and memorable sales presentation
- Handle objections smoothly with confidence
- Negotiate with customers to establish profitable relationships
- Maintain strong relationships with customers for increasing revenues
- Understand the importance of knowledge of product portfolio

Who Should Attend?

This program is well suited for sales professionals who are responsible for diverse products with many value added services.

“Thank you Hassan, for your invaluable support throughout the sessions.
Your program was indeed a mind opener for our sales teams.”

Elie Abubakar, Country Manager, Pepsi Snacks - UAE

Course Agenda:

Understanding the Sales Process

- The customer-centric selling approach
- Review of the sales process
- 5 habits of top sales professionals

Customer Acquisition

- Identifying the 'Right' customers
- Questions to qualify your customers
- Steps to prioritize the 'Most Potential' customers

Discovering Customer Needs

- Quickly building rapport – making friends with prospects
- The discovery process
- The art of active listening
- Customer needs Vs. selling opportunities

Communicating Value of your Products

- Presenting products as solutions
- Principles of Persuasion
- The art of pitching

Handling Objections

- Why objections are a gift?
- 10 common sales objections
- 5-step strategy to deal with any objection

Key Concepts:

- Probing
- Pitching
- Attitude
- Listening
- Motivation
- Sales Targets
- Objection Handling
- Closing Sales
- Account Retention
- Relationship Building

For Details & Registration:

Tel: 021-34534261, 021-34536315, 021-34520093, Fax: 021-34520708, 021-34546639
E-mail: register@octara.com | www.octara.com

Special Offer
10% Group Discount
on 2+ nominees



**Course Facilitator
Hassan Bin Rizwan**

Hassan Bin Rizwan is an entrepreneur, management consultant and conference leader with detailed professional experience in management consultancy and HR training both in the U.S. and Pakistan. For over eight years, Hassan has accumulated, applied and disseminated useful business knowledge to help organizations, both in the US and Pakistan, grow stronger through enhanced learning of their employees. He specializes in organizational communication, sales



"Hassan's workshop was a highly customized and perhaps the most relevant training we have had in a long time."
Arif-ul-Islam, COO, Meezan Bank

training, and management development. His vibrant personality combined with a unique blend of content and delivery makes the participants' experience both educating and entertaining.

Presently in Pakistan, Hassan is working with HireLabs, Inc., a fast-growing, US-based HR consulting firm that specializes in talent assessments. At HireLabs, Hassan is looking after their business partner program for Middle East and Asia Pacific regions. Alongside his engagement with HireLabs, Hassan continues to stay involved in an

assortment of learning and consultancy programs for a number of organizations as an associate of Octara Pvt. Ltd.. Hassan's most recent assignment has been with Saudi Snack Foods Ltd. (PepsiCo), an industry leader in the U.A.E., where he led a Sales Performance Improvement program for the entire sales team through a combination of learning and consultancy interventions. He regularly attends courses and trainings both locally and abroad to enrich his own pool of knowledge and enhance his participants' learning experience.

Hassan has trained participants from:



Workshop Investment
PKR 9,500/- per participant
10% Group Discount on 2+ nominees
 Course material, Octara certificate, lunch, refreshments & 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
- **Send us your:**
 Name | Designation | Organization
 Mailing Address | Phone, Fax and E-Mail
- **Send your cheque in favor of "Octara Private Limited" to:**
Muhammad Imran Anwer
 Octara Private Limited, 2/E-37, Block-6, P.E.C.H.S., Karachi.
 Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

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
 You can access our quarterly newsletter online at octara.com/newsletters.aspx

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
The Champion
Sales Professional
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 INVEST TODAY!

- | | |
|--|---|
| <p>The Power of Positive Attitude
 14 January 2011, Karachi
 17 January 2011, Lahore
 Baseer Sami</p> | <p>Effective Delegation Skills
 February 2011, Karachi
 February 2011, Lahore
 Ramiz Allawala</p> |
| <p>Breakthrough Thinking
 17 January 2011, Karachi
 19 January 2011, Lahore
 Saadi Insha</p> | <p>Effective Business Communications
 February 2011, Karachi & Lahore
 Karen Allawala</p> |
| <p>Winning Decisions
 18, 19 & 20 January 2011, Lahore
 24, 25 & 26 January 2011, Karachi
 Sualeha Bhatti</p> | <p>'Staying in the Helicopter'® and lead effectively
 February 2011, Karachi & Lahore
 Roger Harrop</p> |
| <p>Creating Dashboard Reports using Microsoft Excel
 21 January 2011, Karachi
 26 January 2011, Lahore
 27 January 2011, Islamabad
 Nooruddin Surani</p> | <p>Measuring HR Initiatives
 February 2011, Karachi & Lahore
 William Rothwell</p> |
| <p>Logistics & Inventory Management
 February 2011, Karachi
 February 2011, Lahore
 Dr. Dermot Carey</p> | <p>Mind Maps at Work
 February 2011, Karachi & Lahore
 Sandra Reeves</p> |
| | <p>The Customer is King Series
 February 2011, Karachi & Lahore
 Sandra Reeves</p> |

*Octara reserves the right to change courses, dates, content or method of presentation.

Connect with Octara on social networks:
tinyurl.com/octaratrainings
twitter.com/teamoctara
facebook.com/octara.trainings
youtube.com/octaratraining