



# 21 EFFECTIVE SELLING TECHNIQUES

## How to close more deals?

November 6, 2019 | Marriott Hotel – Karachi | 9:30 am – 5:00 pm

### Learning Outcomes

After this interactive workshop:

- **You** will know more about the reasons why people buy;
- **You** will be able to deliver better sales pitches;
- **You** will know 21 selling and pitching tips & tricks that will help you to close more deals;
- **You** will be more effective in selling your product or service.

### Course Overview

This workshop shows the best sales technique in a fun and entertaining way. It helps you to become much better in closing the deal. Full of tips & tricks from best in the industry like Robert Cialdini (The Psychology of Persuasion), Jeffrey Gitomer (The Little Red Book Of Selling) and Zig Ziglar (The Secrets of Closing the Sale).

Join the over **2.000 business professionals worldwide** who have been participant in an Effective Workshop by Mount Scott. So, sign up today and reserve your place!

### Modes of Learning

This workshop encourages you to put the theory into action.

We like to use real business examples to close the gap between theory and practice.

This way the relevance of the different trips and tricks for your day-to-day business increases greatly.

The workshops by Dave Nelissen are well known for their interaction between the participants and the high impact on learning.

**You will learn:**

- The 6 factors that influence us to say yes;
- The 5 basic reasons people will not buy from you;
- The 5 steps of effective pitching;
- The 5 best closes of the sale;

**Total of 21 selling tips & tricks that will help you to close more deals!**



Course Facilitator

## Dave Nelissen

Speaker on Creativity & Innovation

- Former captain Royal Dutch Marines.
- Working in media & communication since 1994 (JCDecaux, Radio 538, Endemol, Talpa, WPP).
- Specializes in media, sales & marketing and brands.
- Travelled across the globe to train hundreds of employees of WPP.



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## Course Agenda

### The 6 Factors that influence us to say “yes”

- First we'll dive into the psychology of influencing people. In this part you will learn about the 6 factors that influence us to say yes.

### The 5 basic reasons people will not buy from you

- In the second part of the workshop you'll understand the main barriers that keep you away from being successful in closing the deal. Once you know this, you are one step closer to be more effective in selling.

### The 5 steps of effective pitching

- Pitching your product or service the right way is essential to be successful in sales. What are the 5 steps you have to take to deliver your best sales pitch ever?

### The 5 best closes of the sale

- Which best proven methods will make you actually close the deal? In the final part of the Effective Selling Workshop we finish strong with the 5 most effective closes.

### Who Should Attend?

Worldwide over 2,000 business professionals have joined one of the Effective Workshops by Dave Nelissen.

### The 21 Selling Techniques is specially developed for:

- Management professionals who want their teams to become better at selling.
- Marketing professionals who like to improve the pitching of their ideas.
- Sales professionals who are eager to scale up their sales skills and become more effective in selling.



### FACILITATOR'S PROFILE

**Dave Nelissen** is a firm believer that we are all in sales, whether we pitch our ideas to colleagues, we want to convince investors for our plans or we need to close a deal. He started his career started in sales during his university years where he first learned the tricks of trade at the Southwestern Advantage Company.

Established in Nashville, Tennessee in 1855, Southwestern Family of Companies provides a large range of products and services, including

educational books and websites, school fundraising efforts, healthy meal solutions, luxury travel packages, financial advising, consulting services, sales and leadership coaching and more. During his time in Southwestern he was trained as a sales professional using direct selling methods.

After active service as platoon leader with the Royal Dutch Marines, he continued his career in sales at the JCDcaux, #1 worldwide in outdoor advertising. From here he joined Radio 538, the number one radiostation in The Netherlands, where he combined sales and marketing. The next step was to join Endemol where he focused on the challenge to link advertisers, brands and T.V productions together. Over the years Dave developed a different sales approach, namely co-creation, with a focus on the added value instead of the costs.

Dave Nelissen is a well-known chairman for national and international events. He specializes in media, marketing and brands, but feels equally at home in any type of commercial environment. The workshops by Dave Nelissen are very interactive, lively and full of energy. Dave has been working for international companies like Ajax, WPP, Talpa, TMG, Hyundai, Unilever, Olympic Committee, Philips and Douwe Egberts. Recently Dave travelled across the globe to train hundreds of employees of WPP.

### Organizations benefitted from Dave's Workshop



Workshop Investment  
PKR **45,000**+SST  
per participant

**Group  
Discount  
is Available**

### Fee Includes:

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

Send your cheque in favor of Octara Private Limited  
To: **Umair Tariq, Admin & Accounts Executive**  
Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-34520708, Cell: 0343 5940485

### Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings.  
Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

### For Registration & Details:

Karachi: 021-34547141, 34520093, 34536306

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