

SALES LEADERSHIP



Key Strength of all winning organizations

January 16, 2020 | Marriott Hotel, Karachi | 9:30 AM – 5:00 PM

Learning Outcomes:

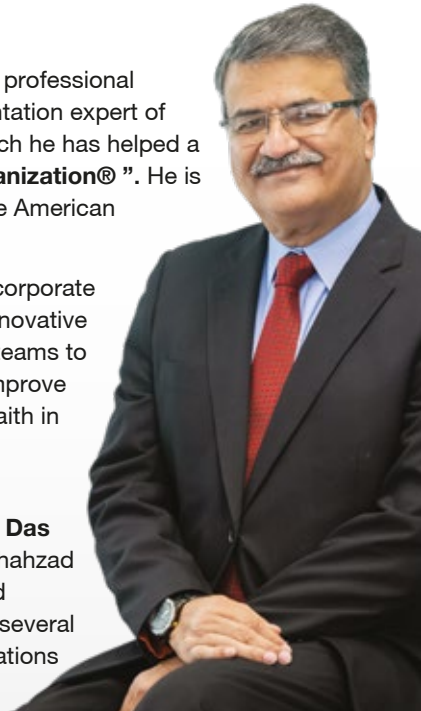
- **Tools & Techniques** to understand markets and generate sales.
- **Building Blocks** for Sales Strategies.
- **Choose customers** carefully, and deliver and capture maximum value.
- **Boost revenue** and profit by targeting the right segments.
- **Designing effective** go-to-market strategies.
- **Building high-value** brands.
- **Building effective sales** teams, and taking full advantage of today's digital technologies

FACILITATOR'S PROFILE

SHAHZAD AKHTAR is a Marketing & Sales professional certified by **Dr. Philip Kotler**. He is the implementation expert of Jack Welch management program based on which he has helped a number of companies to become "**Winning Organization®**". He is the master sales trainer by **Mike Weinberg** of the American Management Association.

Shahzad has over 28 years of experience in the corporate sector, SMEs and family businesses. He is the innovative mentor who helps training sales & management teams to achieve their set goals and their capabilities to improve the company's growth and activate customers' faith in the organization.

He is a Leadership Breakthrough Transformation Professional extensively worked with **Dr. Ranjan Das** for several organizations in Pakistan & abroad. Shahzad is a renowned Strategy Management System and Execution Expert in the region. He has delivered several strategic transformations to a number of organizations from various industries in the region.



Clients who benefited from Shahzad's Workshop



For Details:

Karachi: 021-34547141, 34520093, 34536306

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Helping You Succeed!

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Program Overview:

Times are tough; the rules have changed, sales heads must now 'make things happen' by almost creating something beyond what the organization initially required.

This program will give sales professionals the knowledge and skills they need to overcome real-world business challenges for sales and lead with greater purpose by questioning assumptions, disrupting their usual ways of doing business, and introducing unexpected ways of thinking.

Participants return to their companies with the skills, mindset, and confidence they need to immediately impact short and long-term performance.

Who Should Attend:

- Head of Sales
- Sales Leadership Team
- General Managers
- Senior Sales Managers
- Area Sales Managers
- Territory Sales Managers
- Regional Sales Managers
- Sales Team Leaders

Course Agenda

- **Scope of Sales Leadership**
 - Leadership in Action
 - Aligning the Vision
- **Strategic Sales Planning Process**
 - Developing Effective Sales Strategy
 - Value Creation & its Delivery
- **Every mind in the Game**
 - Providing Sales Support to the team
 - Across Functions Alignment
 - Synergy of the Aligned Teams
- **Putting Strategic Framework into Practice**
 - Plan in Action

Workshop Investment
PKR 18,000 +SST
per participant



Fee Includes:

5 Star Hotel Venue for Training,
Course Material, Certificate of Attendance,
Lunch, Refreshments & Business Networking

Send your cheque in favor of Octara Private Limited
To: **Umair Tariq, Admin & Accounts Executive**
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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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