

# Octara brings you Maximum out of your Training Investment

**1 Day  
2 Power-Packed  
Programs**

Karachi: 19<sup>th</sup> May 2009 | Lahore: 21<sup>st</sup> May 2009




Course Facilitator  
**Hassan Bin Rizwan**

Timing:  
9:00 am to 1:00 pm

Course |

## Business through Emotional Intelligence

Employing the Knowledge of EI to Develop Strong Work Relationships



**Key Benefits:**  
After having completed this program, all participants will:

- Have an enhanced knowledge of 'Psychology of Emotions'
- Improve understanding of their own emotional strengths and vulnerabilities
- Discover how their behavior impacts the performance of their teams
- Intervene proactively to eliminate conflict-starters
- Keep their teams motivated with higher energy levels than before

Course ||

## Creative Selling in Challenging Times

Learn Up-selling and Cross-selling techniques to help you sell more



**Key Benefits:**  
After having completed this program, all participants will:

- Appreciate the benefits of cross-selling and up-selling
- Understand the importance of knowledge of product portfolio
- Probe to determine customer needs
- Identify selling opportunities for the 'right product mix'
- Maximize the revenue opportunity

Timing:  
2:00 pm to 6:00 pm



Training | Conferences | Events | Publications

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

Tel: +92-21-4534261, +92-21-4536315, Cell: 0300-8275351,

Fax: 021-4520708, 021-4546639, E-mail: [register@octara.com](mailto:register@octara.com)



## Hassan Bin Rizwan, HR Consultant & Trainer

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

From his unique experience of working with the U.S. military, Hassan brings in an unorthodox yet highly appropriate approach to organizational development and performance improvement. While working as a consultant in the U.S., he worked on a variety of projects including the restructuring project for one of Boeing's regional headquarters. He also conducted training workshops and delivered presentations to over 3000 participants during his stay in the US. His inspirational speeches touched lives all over America as he attended seminars and was featured as guest speaker at the American Youth Scholars Seminar held in Washington D.C. in 1999 and 2001.

Presently in Pakistan, Hassan is involved in an assortment of learning and consultancy programs for a number of organizations as an associate of Octara Pvt. Ltd. He is also associated with HireLabs - a fast-growing, US-based HR consultancy firm that specializes in OrgDNA, Recruitment, Talent Management and Process Optimization. Hassan's most recent assignment has been with Saudi Snack Foods Ltd. (PepsiCo), an industry leader in the U.A.E., where he is leading 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.

Along side being a workshop speaker, Hassan is also the Director of a fast-growing IT firm that specializes in e-Learning and Computer-based Learning solutions for corporate clients.

Off the training floor, Hassan writes an active blog @ <http://www.hassanrizwan.com> on a variety of topics related to HR, personal development and growth-oriented business strategies. Hassan's live radio programs both in the US and Pakistan were also very popular among the audience. He has also been featured in the live BBC World discussion program 'Talking Point' on several occasions.

### What delegates have said about Hassan's previous courses:

"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

"Hassan shared great insights on the subject, 'Human Excellence.' A fully enriched learning experience with his dynamic presentation and inspiring discussion."  
Sohail Wajahat, MD, Siemens Pakistan

"The program helped me identify and improve my personal emotional strengths as a manager."  
Talat Rabia, VP, Head of Corporate Sales, UBL

"On the whole, the learning experience was great an Hassan's interaction with the audience was excellent."  
Hussnain Zia, Regional Sales Manager, Coca Cola

"I now know negotiations better than ever!"  
Kashif Raza Naqvi, Manger Modern Trade,  
Dalda Foods Pvt. Ltd.

### Some of Hassan's top clients



Course |

# Business through Emotional Intelligence

Employing the Knowledge of EI to Develop Strong Work Relationships

### Workshop Theme:

In a team, your success is determined by your ability to collaborate and coordinate with other team members which stems from the strength of your relationships with them. It is no secret then that to stay on top of your tasks, you must maintain productive relationships with your colleagues. Having a thorough understanding of our own emotions and the ability to respond to the emotional vulnerabilities of others can prove to be a great asset for your career growth.

### Course Outline:

Understanding Emotional Intelligence

- What is EI?
- 5 components of EI and their underlying philosophy.
- How EI can lead to higher performance and productivity?

Using EI to Manage Your Emotions

- Getting to know your emotional 'highs and lows'.
- Dealing with anger constructively.
- Channelizing emotional outbursts for enthusiasm.

Using EI to Build Stronger Relationships

- Practicing the Golden Rule.
- Responding to others' emotional vulnerabilities.
- Managing expectations with tact.

Using EI to Motivate Others

- The 'Roving Eye' of your team members.
- Creating a team culture that sustains a high level of emotional energy.
- Participation Vs. Involvement.

### Learning Activities:

#### Individual Ex – Self Profiling

Participants take a self-questionnaire to assess their emotional strengths and vulnerabilities

#### Team Ex – Case Study

Participants will discuss the case study of how a planned implementation resulted in improved productivity

### Who Should Attend:

This course is suitable for anyone in any function and at any level who is interested in improving their performance and productivity, personally and professionally.

Course ||

# Creative Selling in Challenging Times

Learn Up-selling and Cross-selling techniques to help you sell more

### Workshop Theme:

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.

### Course Outline:

The Need for Cross-selling and Up-selling

- Increasing the basket size.
- Concept of cross- and up-selling.
- How they contribute to increasing the bottom line?

Performing an Assessment of Customer Needs

- Identifying the needs currently being served.
- Discovering the needs NOT yet served.
- Ascertain the potential for cross- or up-selling opportunities.

Offering Value Through Cross-selling

- Present benefits, NOT features.
- Prepare the 'package' that makes sense to the customer.
- Strategies for offering package price.

Effective Up-selling Techniques

- Project the increased value of the larger package.
- Psychological projection of 'added' pricing.
- The assumptive approach.

### Learning Activities:

#### Team Ex – Cross-selling

Teams work together to identify cross-selling packages in different customer scenarios

#### Team Ex – Up-selling

Teams divide and run simultaneous simulations with different sales scenarios related to up-selling opportunities

### Who Should Attend:

This program is well suited for all those sales professionals who are responsible for diverse portfolio of products or with products offering with many value added services.

## Learning Features

Participants will achieve maximum benefit from these courses through a well-designed sequence of:

- Individual and group exercises
- Team activities
- Story-telling
- Relevant self-discovering questionnaire
- Best-practices sharing
- Video-based activities

## BRING In-house

Course |: Business through Emotional Intelligence

Course ||: Creative Selling in Challenging Times

These workshops can be customized to suit specific needs of your organization at significant savings. Please contact Muhammad Arif at marif@octara.com or call at 0300-8275091 for more details

## Course I:

### Business through Emotional Intelligence

Employing the Knowledge of EI to Develop Strong Work Relationships

## Course II:

### Creative Selling in Challenging Times

Learn Up-selling and Cross-selling techniques to help you sell more

### Workshop Investment

- Course I  
PKR 3,999/- per participant
- Course II  
PKR 3,999/- per participant

Includes course material, Octara certificate, lunch, refreshments & business networking

### Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
E-mail : register@octara.com  
: octara@gmail.com  
Fax : 021-4520708, 021-4546639
- Send us your:  
Name, Designation, Organization,  
mailing address, phones, 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: 021-4534261, 021-4536315, Cell: 0321-2670041

To receive this flyer by e-mail drop us a line at [info@octara.com](mailto:info@octara.com)

To view reports on our past training workshops and events logon to [www.octara.com](http://www.octara.com)

### Registration Note

Participation will be confirmed subject to receipt of payment.

### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as an invoice is received by the client. Due to any reason if the client is not able to attend the workshop/conference, they may inform Octara Sales/Finance department in writing within 48 hours of the receipt of the invoice. In case of no intimation from your organization we reserve the right to claim the invoiced amount. 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 12 months.

# Upcoming Programs

## Book your seat TODAY!



### Breakthrough Thinking

14th May 2009, Karachi  
21st May 2009, Lahore  
Saadi Insha, Pakistan



### Course-I

### HR Balanced Scorecard

18th May 2009, Lahore  
20th May 2009, Karachi

### Course-II

### Creating ROI on HR Initiatives

19th May 2009, Lahore  
21st May 2009, Karachi  
Paul Walsh, UK



### Key Account Management

May 2009, Karachi  
May 2009, Lahore  
Craig Wardman

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

#### Logistics Partner



#### Technology Partner



#### Strategic Partners



#### Partners

