



Course Director

Graham Moore

Personally trained by inventor of Mind Maps®, Tony Buzan
Accredited to the highest level in the Buzan Organization!

- ▶ President, Direct Selling Education Institute – UAE
- ▶ Hogan Assessment Tools Accredited Trainer
- ▶ Professional Member - National Speakers Association of Australia
- ▶ Founding Member, ICSP (International Customer Service Professionals)
- ▶ ThinkBuzan® licensed instructor
- ▶ Certified iMindmap® Instructor
- ▶ Regional Director at BNI, U.A.E.
- ▶ Genos™ Emotional Intelligence Practitioner and Coach



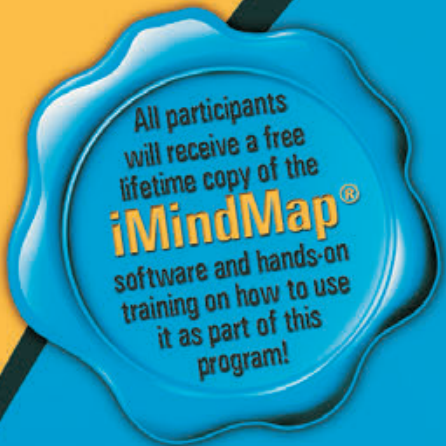
CERTIFICATE COURSE
ISEI
DIRECT SELLING
EDUCATIONAL
INSTITUTE IN DUBAI

Mind Maps® for Sales Success

04 April 2012, Sheraton Hotel & Towers, Karachi

06 April 2012, Pearl Continental Hotel, Lahore

9:15 am to 5:00 pm



Transform Your Sales Thinking

Simplify the Sales Process

Spin-up the Sales Cycle

Cruise from Prospecting to Delivery

...Only From Octara!!!



Note: Participants are required to bring internet-enabled laptops for this session.

For Registration & Details:

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

In 2009, Graham was independently assessed as being in the **top 1% of facilitators worldwide** for Learning Effectiveness (RAIT Learning Assessment).

Graham Moore is a ThinkBuzan® licensed instructor who was personally trained by Tony Buzan, the inventor of Mind Maps. He is the only iMindMap™ Certified Trainer in the Middle East. He is the President of Direct Selling Education Institute, UAE. Graham is a well recognized professional speaker and brings with him over 16 years of global experience of coaching the disciplines and skills for developing leadership, communication management, sales and customer service.

Graham is a Professional Member of the National Speakers Association of Australia. He is an Associate Consultant with the Australian Institute of Management (AIM) where, for 9 years, he has conducted public programs as well as in-house trainings for AIM clients. He was a Founding Member of ICSP (International Customer Service Professionals) and presented at the first 2 annual ICSP conferences. Recently Graham has been invited to deliver a keynote presentation at the first Customer Service Week, Middle East which was held in October 2011. This event was presented under the patronage of H.H. Lt. Gen. Skeikh Saif Bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior of the UAE.

Besides his training expertise, Graham is also the author of a number of published articles on Emotional Intelligence and Leadership. Graham enjoys the repute as a thought leader in this field and was also invited to develop a learning module on E.I. for the subscribers of CEO Online. He is accredited with Genos™, an Australian company with an international reputation for their research on Emotional Intelligence.

Previously, Graham has also been associated with the television industry. After producing 450 hours of prime time television drama, he was the Director of Acquisitions for Crawford Productions and Executive in Charge of Production for Legend Media, Singapore.



Here's what people say about Graham Moore:

"As the International President of the Global Speakers Federation I've had the privilege of seeing many speakers from around the world this year. Graham stands out as one of the best. His presentation was challenging, thought provoking and at times very funny, an interesting mix and one that is not easy to do always with a speech. I recommend Graham as a conference speaker to anyone seeking an expert in leadership and empowering others within your organization."
Lindsay Adams, International President, Global Speakers Federation

"Graham is an excellent speaker and has good command over the subject."
Distribution Head, Faysal Bank

"I've learnt new ways to motivate and influence my team. Graham maintained excellent interaction throughout the session."
Head of Pakistan Operations, Herbion

"Many new ideas, especially about influencing new clients, from today's session with Graham."
Business Development Manager, KASB Securities

"A good spotlight on importance of customer services and fresh insights to customer behavior!"
Assistant Manager - Customer Services, Roche

Look who is learning with Graham!

ACCREDITED
ThinkBuzan
Licensed Instructor

ThinkBuzan.com

Graham Moore



Mind Maps® for Sales Success

04 April 2012, Karachi | 06 April 2012, Lahore

Business Requirement:

In today's highly competitive globalized world, products and services turn obsolete very quickly and change is the only constant. Sales and Marketing Executives need to be able to tap into their bio-computer – to learn, think fast and to be highly creative – all at the same time.

Selling – is simply a brain-to-brain exchange, the salesperson's brain communicating with the customer's brain. In this new 'Age of Intelligence', brain-based selling has become a revolutionary selling technique. It enables sales people to think productively and to use their creative brains to sell more effectively.

Mind Mapping for Sales Success!

This workshop is based on Mr. Tony Buzan's concept on brain selling, shows how you can become a high sales achiever. It is designed to bring you the latest sales techniques & brain research on selling. Once you incorporate them into your everyday sales behaviour, you will enjoy unprecedented and consistent results and achieve outstanding sales performance.

This workshop aims to provide an ongoing self-development program and ensures that more 'thinking' takes place before leaping into the increasingly difficult sales situations faced by salespeople. This leads to greater individual self-belief, self-confidence & sustained success. It can help you understand your customers better, communicate your message more powerfully, increase sales and customer satisfaction, and enjoy your work.

COURSE AGENDA:

- ▶ Your **Amazing Brain** - what you don't know about it
 - ▶ How the brain connects ideas and thoughts - understanding how the brain works
 - ▶ Radiant thinking and the '**bloom and flow**' of association
 - ▶ How to Mind Map - correctly and efficiently
 - ▶ Using **The Laws of Mind Mapping** to think clearly and creatively
 - ▶ **SALES APPLICATIONS USING MIND MAPS**
 - ▶ Sales Planning : more effective - **in half the time**
 - ▶ The complex **high value** sales process simplified
 - ▶ Always know the how, what, where and who in the complex sales process - **from commitment to implementation/integration - easily**
 - ▶ Improving your memory for improved sales effectiveness
 - ▶ **Von Restorff Effect in action** - what you need to know but your competitors **don't** know
 - ▶ Using **The Solution Finder** for increasing sales success
 - ▶ From **overcoming sales obstacles** to **finding new customers to getting paid on time**
 - ▶ Presenting the solution to your customers powerfully - and simply
- Special Feature: How to use **iMindMap®** software

TOP LEARNING OUTCOMES:

- ▶ **Mind Map® & Maximize** the potential of the brain
- ▶ **Maximize Sales Effect** by using the customer's inherent senses
- ▶ **Acquire the 'SALES COMPASS'** – A unique method of analyzing customer's decision-making style.
- ▶ **Persuade, Negotiate and Present** with impact
- ▶ Assess your **SALES MIND MATRIX** - Understand the strengths & weaknesses
- ▶ **Effortlessly remember** names, faces, facts and figures.
- ▶ **Master the techniques** and traits of a Super Sales Performer

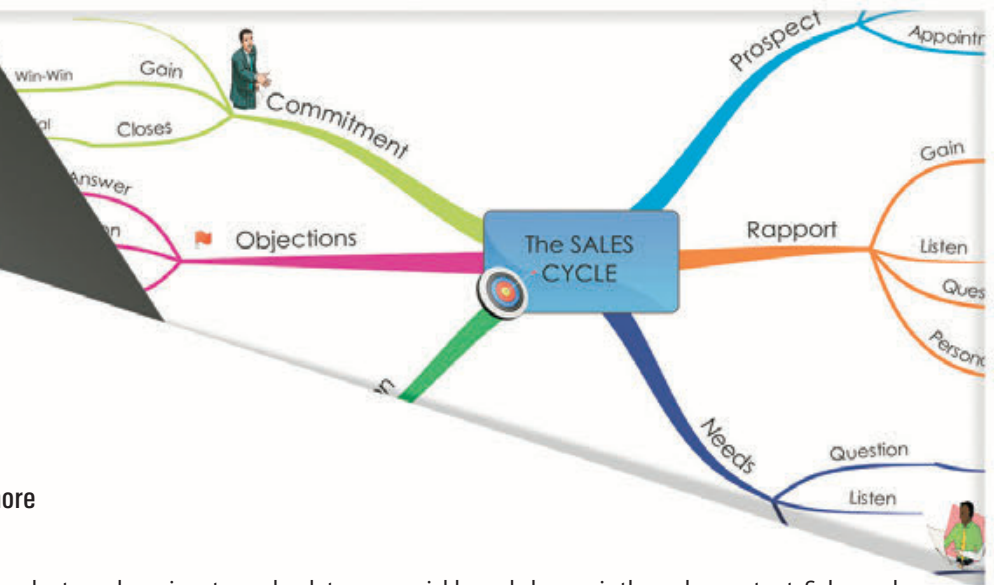
Who Should Attend?

Sales Managers and Executives in B2B, complex sales and high value sales

Sales Professionals, Account Managers, Business Development Managers who are involved in tracking Sales Processes and Procedures

“If I had 8 hours to chop down a tree, I'd spend 6 hours sharpening the axe”
- Abraham Lincoln

This is not a sales course!
We expect you know how to sell
This course will only give you a sharper axe.



Mind Maps® for Sales Success

04 April 2012, Karachi | 06 April 2012, Lahore

Workshop Investment

PKR 17,999/-

per participant

10% Group Discount

on 3 or more nominees

Note: Participants are required to bring internet-enabled laptops for this session.

Fee includes course material, DSEI-UAE Certificate, lunch, refreshments & business networking

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
Muhammad Adeel Khalil
E-mail : madeel@octara.com
: register@octara.com
Tel : 021-34534261, Cell: 0300-8937513
Fax : 021-34520708, 021-34546639
- 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

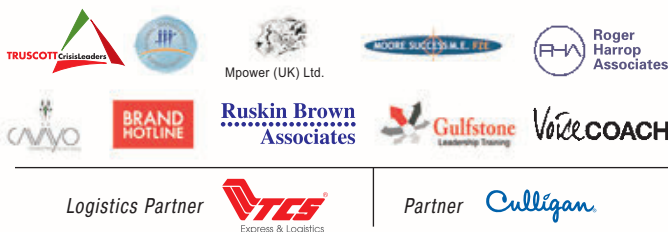
To view reports on our past training workshops and events logon to www.octara.com

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.

Strategic Partners



Bring Mind Maps® for Sales Success

In-house

This workshop can be customized to suit 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

Octara's Upcoming Programs* | INVEST TODAY!

Executive Secretaries & PAs Workshop

26 January 2012, Karachi

Arshi Ahmad-Aziz

Effective Delegation Skills

February 2012, Karachi and Lahore

Ramiz Allawala

Total Rewards Management

16 & 17 Feb 2012, Karachi | 21 & 22 Feb 2012, Lahore

Rahim Shirazi

Warehouse Management

16 & 17 Feb 2012, Karachi 20 & 21 Feb 2012, Lahore

Dr. Dermot Carey

Systematic Key Account Management

February 2012, Karachi | February 2012, Lahore

Ramez Helou

UPLIFTING SERVICE

21 April 2012, Karachi

Ron Kaufman

Liberating Passion

April 2012, Karachi | April 2012, Lahore (via Satellite)

Omar Khan

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

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