

Turning Selling into Buying for

Sales Professionals

Featuring The **APEX™** Model of Influence

13 October 2014 - Mövenpick Hotel, Karachi | 15 October 2014 - Pearl Continental Hotel, Lahore

Trevor Græme Wilkins

- ▶ Renowned Guru of Sustainable Selling
- ▶ Certified Sales Director, Ashridge Business School
- ▶ Leader and CEO - Holis Associates Inc.
- ▶ Solution Selling Coach & Business Manager
Logica Finance
- ▶ Former Sales Director NEON Software,
Europe (NASDAQ)

A Powerful Panel Discussion:

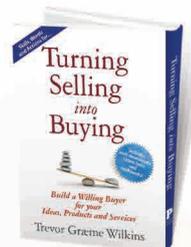
Participants will gain exciting insights from a remarkable panel discussion of 3 dominant sales professionals about new values and challenges emerging today in sales and management.



Watch Trevor speaking
about this program at:
www.octara.com



The first 3 registrations
will receive a complimentary
copy of Trevor's highly
acclaimed book
**Turning Selling
into Buying!**





Sustainable Selling Guru

Trevor Græme Wilkins

- ▶ Sales Transformation at multinational sales teams.
- ▶ Training & Mentorship at multiple startups & incubators
- ▶ Influence Training for every engineer at Ottawa University
- ▶ Keynote Trainer at Kickoffs & Conferences
- ▶ Trained and Inspired 1000s of individuals and teams worldwide

Trevor is passionate & energetic about influencing other people to buy new ideas, visions and services - and doing it ethically and efficiently. He was a leader for 14 years in the military, and then spent 23 successful years creating buyers in the toughest markets in the world. He influenced individuals and major corporations to buy multi-million dollar solutions from him and his team; others to become his partner or distributors; and, not least, investors to help build the business.

After retiring as an Army captain, Trevor worked his way up from a team leader at the London Stock Exchange, then a sales rep, and sales manager, ending up as MD of a Swiss Internet Collaboration company. Along the way, he has influenced people to buy complex technology, full blown solutions and business services in Finance, Telco, Transport & Industry.

He ran worldwide channels and enjoyed success working with IBM's global software business. He started the European operation of what became a thriving NASDAQ company - in his home office - and led his team over three years to build a turnover of \$32M from zero. Before that, he set up a successful new line of complex banking solutions at a Logica - the global financial software house.

As well as delivering keynote speeches and his APEX™ Seminars, he owns Holis Associates Inc., whose growing team of domain experts deliver sales infrastructure solutions that fix problems in sales, marketing or channels...and in a way that make that change stick.

His book Turning Selling into Buying is available from Amazon Worldwide. It strips away fear and deception from influence and replaces them with techniques that can be used by everyone, every day - in life and at work. It includes scores of downloadable exercises, documents & videos.

“

Trevor has created a very unique but dead-on right approach to the subject of selling. Once you experience it, you'll come away saying 'Brilliant and so obvious, why didn't someone approach it this way before?'

Atlas Honda Ltd.

"The 21st Century needs new business processes. TSB is independent of culture is easily learned, and reliable. It's what every sales manager and CEO craves – repeatability, efficiency and productivity."

UBL Fund Managers

"It's great when someone with 25 years' experience of successful sales and business shares their learning. Trevor has modelled top performers, combined it with his own skills and created a unique and universal approach."

Engro Polymer & Chemicals Ltd.

”

“ Clear English, a focused approach, and lots of entertaining stories – a really great resource for every ambitious young Asian entrepreneur. ”

(About Trevor's Book)



Michael Sher VP of Sales,
Customer Success &
Solutions Group

Look Who is Learning with Trevor

[talentfizz]

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BUSINESS REQUIREMENT

In the world of sales, walking through the curvature of buying and selling we often stumble upon bumpy situations: unbalanced demand and supply, adverse market conditions, losing deals with customers, wasting time on useless sales meetings periods. These uncertainties altogether fade out the confidence and delight of a sales person into stress and anxiety.

COURSE OVERVIEW

Turning Selling into Buying for Sales Professionals helps you to develop an excellent sales team that stand-out from competing crowd, a team that is expert in forecasting accuracy, qualified in producing minimized pre sales cost, predicting profitable up sells, influencing buyers effectively and sustainably and creating strong relationships that drive more revenue, easily and for longer. Turning Selling into Buying for Sales Professionals is an energetic and practical workshop based on the formal modeling of Sales and Management: APEX Model of Influence. It is enriched with the cognitive and behavioral psychology applied worldwide by 100s of teams and 1000s of individuals for over 8 years.

COURSE AGENDA

Session IV:

Turn a Desire to Buy into a Decision

Delivers ways to create:

- Evidence that 'keeps them a buyer'
- Proof for their organization
- Key decision makers & influencers
- A full, accurate timeline of the opportunity
- Your most productive sales actions
- Protection from risky guesses & assumptions

ANALYSE
Buying Drivers

Session I:

What would Truly Motivate someone to Buy?

Delivers all the:

- Evidence that builds a willing and convinced buyer
- Marketing actions that attract 'genuine buyers'
- R&D decisions that generate revenue, not costs
- All personal & business 'Buying Drivers' for your offering
- Powerful techniques that reveal if a 'drive to buy' exists

PREPARE
Prime/Coach All

Session III:

Create a Real Desire to Buy

Delivers skills and insights that liberate you to:

- Gain assent for a deep connection with the buyer
- Elicit, develop & value all the Buying Drivers they have
- Confirm and Develop, or agree there's no opportunity
- Offer them a buyable, relevant solution to their problem
- Be sure you can deliver what they need

ELICIT
Develop/Verify

Session II:

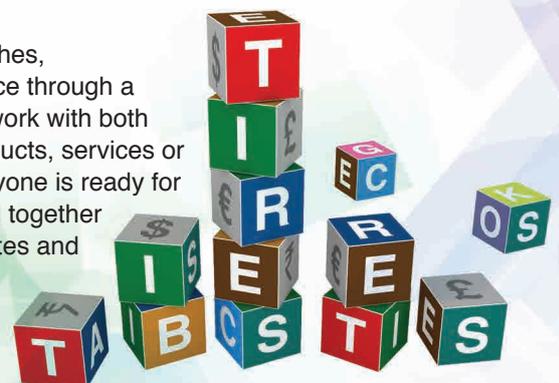
Maximise your Probability of Success

Delivers ways to build:

- The research you need to 'know' your buyer
- Strength & confidence in yourself and team
- A 'primed' buyer who wants to engage
- Objective confidence in what you're offering
- Personal Returns that connect with the buyer
- Financial Returns that relate to their business

ACTIVITY

The workshop will be energetic and very 'hands on'. Using sketches, demonstrations and practical exercises, Trevor takes his audience through a series of revelatory steps. As these progress, the audience will work with both 'dummy offerings' and also with whatever they are 'selling' - products, services or ideas. Each section will finish with a shared Q&A to ensure everyone is ready for the next. All of the insights and techniques covered will be pulled together at the end in a 'slow-motion' influence meeting which demonstrates and drives discussion of how TSB can be used in real life.



Top 6 Learning Outcomes:

- 1 DISCOVER** the only 5 reasons anyone will ever buy - anything - from you
- 2 TURN** a willing buyer into an order or decision
- 3 USE** the psychology of influence to keep any buyer convinced
- 4 NAVIGATE** your buyer's mind to truly discover what they need
- 5 PREPARE** for and comfortably control any client or partner meeting
- 6 BUILD** sustainable relationships, sustainable sales, and sustainable revenue

“ We all live by selling something! ”

Who Should Attend:

Absolutely anyone who 'touches a potential buyer and comes into direct contact with existing or potential customers be it from Industrial period or Service industries anyone selling at the retail or corporate level.

This includes staff from:

- ▶ Sales, Sales Management, Sales Support
- ▶ Marketing, PR and Advertising
- ▶ R&D and Product Managers
- ▶ Entrepreneurs and everyone in Startup Leadership
- ▶ Customer Service, Project Management
- ▶ Professionals who 'sell themselves' - Law, Tech, Consulting etc



Turning Selling into Buying®

Facilitated by Trevor Græme Wilkins on March 11, 2014 - Karachi

APEX

A Journey of Influence



Why Buy What I Offer?

River of Anxiety



Build a Truly Willing Buyer



Turn Desire to Buy into an Order or Decision



Holis

About Holis inc:

The Holis Associates is a group of experienced, battle-hardened industry professionals. We are tied together by the ethical, sustainable approach that TSB brings to so many aspects of business and in which we all believe strongly.

As well as organising workshop & seminars, the Associates work with senior management before, during and after the event to ensure that the return from their TSB investment is maximised.

We deliver or manage any of the work needed to 'make the change stick'. This has included a wide variety of skills and projects - CRM, cold calling, marketing, reorganisation, website design, product management, recruitment, personal coaching and much else.

We deliver the skills that 'take the TSB effect to the next level'.

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Workshop Investment

PKR 18,000/-

per participant

15% GST will be charged where applicable

Group Discounts are available for groups of 5 or more

FEE INCLUDES:

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

5 Easy Ways to Register



Karachi
021-34520093



Lahore
042-35763063 - 4



021-34520708



register@octara.com



Octara Private Limited
1/E-37, Block-6,
P.E.C.H.S., Karachi.



www.octara.com



Payment:

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration form.

Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of
Octara Private Limited
To: **Muhammad Imran Anwer**
Octara Private Limited

1/E-37, Block-6, P.E.C.H.S., Karachi.

Tel : 021-34534261, 021-34536315

Cell : 0321-2670041



Upcoming Training Programs, October 2014

Executive Secretaries & PAs Workshop

by **Arshi Ahmed Aziz**

October 1, Karachi

Course Fee: PKR 15,000/-*

Time and Stress Management

by **Dr. S. A. Rab**

October 2, Lahore | October 3, Karachi

Course Fee: PKR 17,000/-*

Business Communication

by **Kanwal Akthar**

October 11, Lahore | October 13, Karachi

Course Fee: PKR 12,000/-*

Winning with People

by **Enam ur Rehman**

October 21, Karachi | October 23, Lahore

Course Fee: PKR 15,000/-*

Employee Engagement and Motivation

by **Dr. S. A. Rab**

October 23, Lahore | October 24, Karachi

Course Fee: PKR 17,000/-*

Advanced Negotiation Skills

by **Enam ur Rehman**

October 25, Lahore | October 31, Karachi

Course Fee: PKR 17,000/-*

Effective Budgeting & Cost Control

by **Nadir Jamal**

October 18, Lahore | November 1, Karachi

Course Fee: PKR 17,000/-*

Bridging Generations

by **Dr. S. A. Rab & Mansoor Soomro**

October 30, Karachi | November 8, Lahore

Course Fee: PKR 17,000/-*

Note:

*Fee per participant (includes lunch, refreshments and course material) 15% GST will be charged

Discounts available on a minimum of 5 nominations per course/city