



## About The Trainer:



Mr. Ahmed Iqbal Saeed

On special invitation by **Corporate Communications**, Mr. Ahmed Iqbal Saeed, a Sales Guru with over 17 years of professional excellence in areas of Marketing & Sales, is conducting this unique activity based workshop. Participants will learn the anatomy of a “SALE” and practical points to manage these sales. This workshop is designed to equip the sales force with up to date knowledge based on the Pakistani business scenario.

Mr.Ahmed Iqbal Saeed brings with him a diverse set of experiences .He is currently working as the Country Manager- Sweetwater International ,USA (-Based at Lahore, Pakistan) which is an American Agro based industrial multinational company operating in sixteen countries . He has also earlier served as Director Of Sales & Marketing, Avari Hotel ,Lahore

He has drawn practical knowledge and experience by

- Developing effective procedures for increasing the efficiency of departments like Marketing, Sales, Customer Operations & After Sales Service
- Successful implementation of Actions Plans for attaining record sales
- Leveraging Advertising Collaterals, Brochures, Ads
- Developing quick and effective Distribution Channels.
- Officiated as General Manager Avari on a number of occasions.
- Achieved the highest revenue figures in the history of the Avari hotel while maintaining an unprecedented level of occupancy.