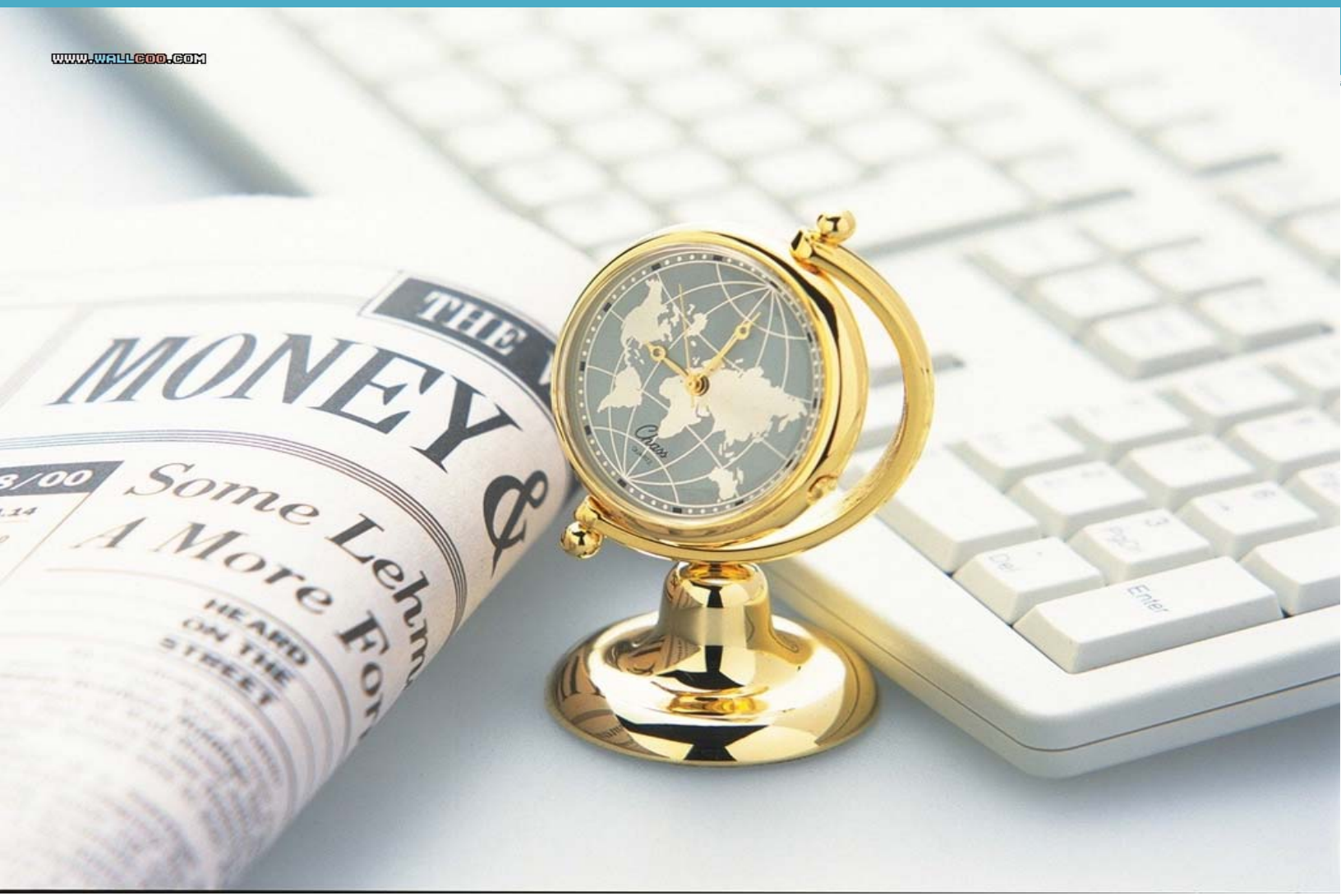




Increase Your Sales....

The Practical Way !

www.wallc00.com





“Corporate Communications”, one of Lahore's leading Training and Development organizations, is proud to presents a One Day Workshop on :

Increase Your Sales....



... The Practical Way!

Course Objectives

The aim of this workshop is to have a clear understanding of the Sales Management role and how to become more effective sales managers. The program is suitable for experienced sales managers, as well as those who have been, or are about to be, promoted into sales management.

By the end of this course delegates will be able to:

- Describe how to get effective results from a sales team using sales plans and targeting techniques
- Explain how to prepare a successful sales plan
- Describe how to negotiate to a win/win situation
- List the skills needed to tackle problems and make decisions
- Explain the rewards and benefits of team building
- List the skills requires for effective communication

Course content includes:

- The sales management role
- Leadership and motivation
- Setting standards of performance
- Appraising sales force performance
- Field sales training
- Setting team and personal goals
- Analysis of Pakistani success stories

How the course works

Delegates are given a full understanding of what is expected of them in their role as sales managers.

Over the period of the program, delegates look at the key management skills and practice their use, identifying practical solutions to a range of problems faced by them as sales managers.

The program is designed to meet the needs of individual managers as well as the needs of the organization.

Objectives are set at the beginning of the program and progress is measured at regular intervals, to ensure that results are achieved, back in the field.

Date: **Saturday- December 01, 2007**

Venue: **Sunfort Hotel, Liberty Market,
Lahore**

Time: **9am-5pm**

Cost: **Rs. 6,800**



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.

Co-Trainer:



Ms. Marryam Chaudhry

Ms. Marryam Chaudhry is the Managing Director, Corporate Communications, Lahore.

She is a professional corporate trainer and her company facilitates the business sector by providing practical, interactive and fun filled activity based trainings to the corporate sector, through workshops and seminars.

She has conducted numerous trainings, and has 9+ years of experience. She is a former Banker and a Gold Medalist MBA, and has lived most of her life in the United States .

Fast paced solutions, Creative techniques and innovative ideas coupled with her expertise in Management & Marketing areas facilitate her as a fully dedicated and passionate trainer.

She is enlisted on the panels of Lahore Chamber of Commerce and Industry, SMEDA (Small and Medium Enterprise Development Authority, WBIC (Women Business Incubation Center) as well as numerous other organizations.

Other Experience:

- Ex-Banker- Askari Bank (From Management Trainee to Manager Operations)
- Enlisted as Trainer for SMEDA (as on SMEDA website)
- On Panel of LCCI as Trainer.
- Soft Skill course designer and trainer for NETSOL Technologies.
- Expertise in Soft Skills, Presentation Skills, Selling Skills and Customer Service.
- Lecturer for Curtin University, Australia (off-shore Campus)
- Member of National Speakers and Trainers Association (NS&TA)
- Member Ad-Hoc Council for NSTA
- Interview Panelist for Pakistan Education Foundation
- Successful Completion of 5 S & Kaizen: Tools and Implementation by NPO, Islamabad
- Successful Completion of “Lateral Thinking” Workshop of Edward DeBono by Dr. Gupta