

Workshop on

CUSTOMER FOCUSED SALES

Methodologies for customer oriented selling



December 12, 2019
9:30 AM to 4:30 PM
Movenpick Hotel, Karachi

INTRODUCTION

If you are trying to sell everything to everyone, then you are possibly not selling anything. Organizations and customers at times fail to understand customer needs and go on selling standard products/services via standard methodologies. This results in drop in customer satisfaction leading to subsequent drop in revenue lines.

This workshop is specially designed for sales professionals, B2B & B2C (FMCGs, IT, AUTOMOTIVE, Engineering, Banking, Insurance, Consumer Electric, etc.) to train them on methodologies for customer oriented selling.

What you will learn?

- Converting Conventional Strategy for Engagement into Customer Focused One
 - Building Awareness Questionnaire
 - Creating Buyer Persona
 - Mapping Buyer's Journey
 - Translation to Customer Value Chain

TRAINERS

Ishaq Shaikh

Mr. Ishaq have over 24 years of experience in Sales & Marketing in diverse industries including banking, telecom, chemicals and engineering. He is currently serving as training consultant and visiting faculty at IBA Karachi. His expertise & skill set includes Channel Management, Institutional Sales, Smart Kiosks, Contract Management, Tender Sales and Personal Selling.

Abid Iqbal

Mr. Abid is a Sales & Marketing professional carrying 8 years of experience, ranging from international sales and business development to new market growth. He has developed business and managed sales for markets like North America, Europe and Middle East & Africa. Also an entrepreneur, he has principally worked in IT and building materials industries. He is an MBA from IBA, Karachi and is also associated with Institute of Business Management (IoBM) as a Visiting Faculty.



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Training Methodology

Interactive Sessions

These sessions will combine learning points with discussions and real life examples, fueled by experiences shared by both the trainers and participants. They will specially focus on how customer focused selling methods can be applied to day to day sales roles of participants as well as in broader strategies of developing innovative products and solutions for your customers.

Role Playing Scenarios

Participants will assume role of buyers and sellers and will be handed over quick scenarios to play out these roles. These scenarios will be diverse and participants will be encouraged to note down how they can apply the same in their current jobrole.

Game Simulation

This will be an intense simulation exercise where participants will be divided into multiple teams where they will apply learnings from the workshop and have to take decisions as a team to maximize sales returns. This will be an exercise with focus on three areas; customer insights, team building and combining fun with work.

CONTENTS

- Conventional Strategies for Engagement
- Customer Focused Strategies for Engagement
- Buyer Persona
- Questions that sales people need to ask customers to map their requirements
- Mapping Buyer Journey
- Translation to Customer Value Chain
- Cultivate positive customer connections
- Explore customer needs
- Proactively address common objectives
- Explore and create value statements
- Topic related Activities
- Selling Skills Assessment Test
- All above with practical examples and group discussion



Registration Details

Please send following information of participant(s) through e-mail:

- | | |
|-----------------|----------------|
| 1. Name | 2. Designation |
| 3. Organization | 4. Phone # |
| 5. Cell # | 6. E-mail |

Workshop Investment:

Up to last Date: Rs. 16,995/-

After last Date: Rs. 17,995/-

(Inclusive of Taxes, Course Material, Lunch, Tea, and Certificate of Participation.)

Last date for registration:

December 07, 2019

About Softax

Softax (Private) Limited has been established in 1997 with an objective to part with affordable quality training in the field of Taxation & Corporate laws, Internal Audit, Accounting and Finance etc. by introducing a unique teaching concept of "learning for solutions". Today Softax is proud to have trained over 30,000 Corporate Executives and arranged more than 850 workshops and short courses.

For more details, contact:

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