

WINNING THE PROSPECTS

*6 Hours Interactive
Training Workshop*

**CONSULTATIVE,
RELATIONAL AND
REFERRAL BASED
SELLING SKILLS**

Facilitator:

Mr. Furqan M. Mehmood - Successful Entrepreneur, an International Business Consultant, and Professional Corporate Trainer from USA. Mr. Furqan holds an MBA from University of Phoenix, AZ USA and has received over one hundred Sales Achievement Awards internationally during his 10 Years career. Above all, he is a recipient of "Rookie of the Year", "Team Leader of the Year", and "Platinum Sales Awards" in USA.



As a trainer, he has worked with Pepsi, Abacus-Consulting, Bank Al-falah, Novartis Pharma, Stylo Shoes, Bank Al-Baraka, Kashf Microfinance Bank, Moody International, Descon Engineering, Millat Tractors, Borjan, BASF Chemicals, ICAP, SNL Financials and many more.

Furqan has trained more than 4000 professionals on Consultative Selling, Referral Based Selling, Relational Selling, Sales Team Management, Dynamic Sales Presentations Skills, Customer Services, Key Accounts Management, Mastering Direct Selling, Phone Selling and many more.



**“UNCOVER CUSTOMER NEEDS,
IDENTIFY BUYER TYPES AND
BEHAVIORS, AND DETERMINE
OPPURTUNITY AREAS”**

Concept:

One of the most common mistakes that ineffective sales persons make is trying to sell something to a customer before he or she knows what the customer wants to purchase. This approach often sets up a confrontational tug of war in which the sales rep keeps pushing products and the customer keeps backing away. This is a recipe for disaster; at the very least, it is a prescription for a low closing rate.

Learning Objective:

- Utilizing a systematic, consultative selling approach that delivers results
- Generating repeat business through relational selling
- Increasing your sales productivity
- Presenting customer-focused solutions and proposals
- Improving your closing ratio

Who Must Attend?



- Front line sales Team
- Sales Representatives
- Field Training Managers
- Area, Regional, Zonal, and District Sales Managers
- Marketing, Brand and Sales Managers
- Business Development Team
- Key Accounts Managers
- Client Relationship Managers
- All levels of Executives especially from Sales, Marketing, Key Accounts, Management, Client Servicing, and Customer Services

Training Outline:

- Planning a sales strategy for each account to assure a more successful result
- Preparing for conducting effective sales call to qualify accounts and demonstrates a professional approach
- Building a relationship with your client to produce a lasting revenue base
- Discovering client needs to demonstrate a consultative, problem solving approach
- Presenting your products to one or to an audience in a very professional manner to improve clarity and personal image
- Overcoming the concerns or objections of a client to facilitate the sales cycle
- Closing principles that don't offend the client
- Following Up Approaches to Build Long Term Results
- Cultivate greater customer loyalty that progressively generates higher revenue streams



Learning Investment:

For 1 Nomination - **Rs.6,000/-**

For 2 or more – **Rs. 5,500/-** Each

If, 4 Nominations – 5th Nomination Free
Special discounts on:

- ✓ 10 % Discount on Registrations before May 01, 2011
- ✓ 10% Discount, if attended any of the previously held workshops by R-ACT

How to Register?

Send your nomination(s) to:

Ms. Somia Ishaq

Email: register@r-act.net

Tel: 042-3521-0038

Website: www.r-act.net

* Certificates will be awarded at the end of the workshop. Also includes course material, Hi-tea and business contacts

Note: Withholding Tax (6.9%) will be applicable and only one discount will be applicable at one time.

Training Details:

Venue: Park Plaza, Lahore

Date: May 12, 2011

Time: 13:00 – 19:00

Last date for Registration: **May 10, 2011**

GO FOR IT. Limited Seats are available only.

To customize this programme for in-house please call **Mr. Shaur ul Asar** 0322-4507443