



**“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.

### **Course Objective:**

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

# **WINNING THE PROSPECTS**

## **CONSULTATIVE SELLING SKILLS**

**5 Hours Intensive and Interactive Training Course**

### **Facilitator:**

Mr. Furqan M. Mehmood is a 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.

He has trained participants from Pepsi, Bank Al-falah, Novartis Pharma, Stylo Shoes, Bank Al-Baraka, Hotel Amore, Contech International Health Consultants, Mint Consulting Group, Solutions Engineering, FAST, UCP, and COMSATS.

He has a world wide exposure and has trained thousands of professionals on the lines of Sales Team Management & Structuring, Dynamic Sales Presentations, Superb Sales Presentation Skills, Excellent Sales Team Management Skills, Valuable and engaging conversations with key decision makers, Mastering Direct Selling, Phone Selling made simple, and many more.



## Who Must Attend?

- Entrepreneurs, Owners
- CEOs, Directors
- VPs of Marketing and Sales
- General Managers HR
- T&D Managers
- Trainers
- Area Managers, Sales Managers, Area Sales Managers
- Business Development Managers
- Client Relationship Managers
- All levels of Executives especially from Sales, Marketing, Key Accounts, Management, Client Servicing, and Customer Services



## Course 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



## Course Investment:

For 1 Nomination - **Rs.6500/-**

For 2 or more – **Rs. 5999/-** each

If, 4 Nominations – 5<sup>th</sup> Nomination Free

Special discounts on:

- ✓ 10 % Discount on Registrations before May 31, 2010
- ✓ 15% Discount, if attended any of the previously held workshops by R-ACT

## How to Register?

E.mail or Fax your nomination(s) to:

E.mail: [info@radiusglobal.org](mailto:info@radiusglobal.org)

Tel: 042-35189106

Cell: 0332-4191397

Or log on to <http://r-act.radiusglobal.org/>

\* *Certificates will be awarded at the end of the workshop. Also includes course material, refreshments and business networking*

## Course Details:

Venue: Board Room F, Pearl Continental, Lahore

Date: June 10, 2010

Time: 14:00 – 19:00

Last date for Registration: **June 7, 2010**

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

Note:

R-ACT reserves the right to change date and venue.