



Pakistan Society for
Training & Development

Business Development Selling Skills & Managing Lubricants Business



The purpose of this course is to develop participants to follow a structured approach for achieving the winning edge in the lubricants market. Effective steps in the structured process include an effective planning & forecasting process, understanding market segmentations, identification of customers' and following a customer centric approach to gain higher market share and ultimately higher profitability.

Course Outline

Managing Lubricants sales-B2B business

This course is for oil companies' staff involved in sales & marketing of lubricants. The course will cover the following topics:

- **Identify & Analyze market (Planning)**
 - i. Forecasting;
 - ii. Segmentation studies; and
 - iii. Competitors' activities.
- **Develop Marketing approach**
 - i. Customers identification;
 - ii. Competitiveness analysis;
 - iii. Approaching customers; and
 - iv. Organizing sales force.
- **Sell to Customer**
 - i. Promoting company's business;
 - ii. Training & product awareness for customers; and
 - iii. Recoveries/re-imburements.
- **Performance Reviews**
- **HSE management**

Who should attend

This course is primarily for oil companies' staff involved in sales & marketing of automotive & industrial lubricants including sales Managers, executives and territory managers. The course is also recommended for Retail sales staffs who are interested to expand their knowledge on lubricants sales.



Trainer's profile:

Usman Najib Khan

Specialize in distribution & supply chain logistics with a strong oil industry background of over 27 years with Shell. During these years he has worked in senior managerial positions in distribution operations (bulk oil terminals & transport management), retail sales and internal audit in Pakistan and at corporate headquarters of Shell International at The Hague, The Netherlands.

Currently serving large and diverse business groups as a consultant including oil companies and FMCGs.

KARACHI

15th - 16th February 2018 | 9:00am - 5:00pm | PSTD, Karachi

Workshop Investment: PKR 38,500 + GST (Fee per participant)

FOR REGISTRATION DETAILS PLEASE CONTACT

Plot # TC-3, 34th Street, Off Khayaban-e-Sehar,
Phase V Extension DHA, Karachi.
Mobile: 0320 2201072
Landline: +92-21 35854462, 35855985
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Email: register@pstd.com.pk

Bring this Program In-House

This workshop can be customized to suit specific needs of your organization which may lead to significant savings and avoid difficulties. Please contact

Hasan Abbas

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Payment Terms - Please deposit the course fee in advance. Kindly prepare the cheque in favor of "Pakistan Society for Training and Development (PSTD)" and address it to Plot # TC-3, 34th Street, Off Kh-e-Seher, Phase 5 Ext. DHA Karachi along with the copy of this registration form. Please note that PSTD Cancellation Policy is activated as soon as an invoice is received by the client.

PSTD Cancellation Policy - Cancellations made at least 5 working days prior to the program will be refunded 50%. If a booking is cancelled in less than 5 working days, no refunds can be given. Cancellations must be confirmed by a letter or email. Substitutions may be made at any time for the same program only. In case of the participant not showing up on the day of the training a replacement can be sent.