



Pakistan Society for  
Training & Development



# Sales Master Class

**A Highly Inspirational Journey  
Team Management Techniques to Boost Sales Performance**



This interactive, exercise-based workshop aims to equip participants with effective goal setting and motivational techniques. Participants will be involved in self-awareness exercises and creative techniques for their sales force teams, considering exclusively the local culture and challenges of inspiring salespeople.

The main objective of this master class revolves around strengthening and motivating sales team by improving their planning and communication skills, team spirit, and enhancing their selling techniques, while bringing a change in thinking and behavior. By the end of this master class participants' will be able to upgrade their selling skills to global standards.

# Key Benefits

## Sales Planning and Strategy

- Maximize performance through effective sales operations.
- Recruiting, training and evaluating sales people.
- Coaching and motivating your sales force to achieve your objectives and targets.
- Lead people effectively towards organization's Vision and Mission.

# Course Outline

- Traits of an Effective Sales Professional (Essential Personal Attributes)
- Win - Win Relationships (How to Develop Them)
- Average Vs Professional Salesperson - How Would Each Respond to Same Scenarios
- Buyer Psychology (Your customer is as aware as you are – perhaps more)
- Why Clients Quit (80 reasons)
- Sales Leadership in Practice
- Attributes of a Good Sales Coach
- Psychology of Closing (Effective Closing Techniques)
- Cross – Cultural Selling (Appropriate to different provinces / regions)
- Sales Negotiations
- Preparing for Sales Meetings
- Setting the stage for Sales
- Cross Cultural Considerations Why is this important?
- Pitfalls in Closing – Common mistakes to avoid
- Testing your selling skill
- Seven steps to Agreement and Closing
- Hidden Assumptions and how to recognize needs
- Importance of assertiveness in Sales - Reading the opposition: A Master Closer's guide to Body Language
- Action Points to walk away highly inspired Group Photograph

# Who should attend

- Experienced Sales Supervisor's, Managers, Head of Sales, who need a refresher in managing sales activity to inspire their teams
- Recently appointed Sales Managers with front-line responsibility for a sales force of at least two persons
- Soon to be appointed Sales Supervisors who need to learn more about leading/managing in a sales environment
- Star salespeople



Trainer's profile:

## Haseeb Hasan

Haseeb brings with him extensive experience from the corporate world, where he was employed prior to establishing Intek Solutions in 1996 and is now considered amongst the new breed of dynamic "Motivational Speakers" who brings thought provoking internal changes with his audiences / organizations. His mission in life is to be an effective 'channel' for anybody who crosses his path, either professionally or personally. He has designed / created several life changing modules that thousands have benefitted from in the past 18 years of him being a corporate trainer / motivational speaker / Life-coach. Following is a brief summary of his three decades of his professional & personal experiences.

Services at Organizational Level. Haseeb is a Consultant to many organizations in the areas of "Business Development", "Social Media", "HR", "Change Management", "Organizational Development" and "Re-engineering". He is consultant to various industries including, Tele-Communication, FMCG, Oil and Gas, Pharmaceutical, Banking, Retail, Hospitality, IT, Social Media, Travel, among several others. Haseeb provided 'one-on-one' coaching to innumerable CEOs, Leaders, Singers, Actors and Celebrities. Anybody who is familiar with Haseeb knows that 'helping people' is not just another job – it's his passion and hobby too. Many people have ranked his "Motivational Skills" amongst the highest of all techniques of training/coaching that he employs. Educated in USA with an MBA, aged 57.

## FOR REGISTRATION DETAILS PLEASE CONTACT:

Plot # TC-3, 34th Street, Off Khayaban-e-Sehar,  
Phase V Extension DHA, Karachi.

Huma.alvi@pstd.com.pk  
+92 322-2039799

Shahzaib.ul.mulk@pstd.com.pk  
+92 321-5359737

Payment Terms – Please deposit the course fee in advance, your participation will be confirmed after the payment is received. 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-Sehar, Phase 5 Ext. DHA Karachi

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.