



Pakistan Society for
Training & Development

August 16 & 17,
2021

09:00am
to 1:00pm

WINNING IN B2B SELLING

For further details

Location:
Virtual

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PKR Fees:
25,000 + Gst

Introduction

B2b (business-to-business) sales is a rewarding yet challenging area for most organizations and sales professionals. To be successful, b2b sales professionals need to have a deep understanding of how business purchase decisions are made and how best to influence them. They also need to learn ways to win and retain profitable customers in a fast-paced and ever-changing environment. This course provides b2b sales professionals and leaders with effective strategies, skills, tools and for sustained personal and organizational success.

Learning Outcomes

- Ability to identify and convert promising b2b prospects into loyal customers.
- Ability to identify different sales situations and buying centers to apply appropriate sales strategies.
- Ability to sell b2b products and services at premium pricing against competition.



Mr. Ehtisham Anwer is a b2b (business-to-business) Marketing and Branding expert. He is a Serial-Marketer, incessantly bringing innovative products, services, brands and thoughts to the industry and academia. Ehtisham has a Bachelor's in Mechanical Engineering, an MBA and a Master of Science in Management. He is also a certified six-sigma black belt. Ehtisham has over 17 years of industry experience in b2b sales, marketing & branding at leading organizations in Pakistan and Canada.

