



Pakistan Society for
Training and Development



Sales Leadership Excellence

with
Mostafa Zaghoul

**SEPTEMBER
25th 2024**

9:00AM-5:00PM

Course Overview:

Want to sell faster and maximize your growth in your sales team?

While knowing how to sell is crucial, it's no longer enough to lead teams and drive change. To succeed, you need to know how to coach, lead, and support your team in becoming high performers who consistently meet their quotas.

In this training, Mostafa will share his 22 years of sales experience to equip you with the skills and expertise necessary to effectively lead sales teams and drive results.

FEES: PKR 65,000/+st
Members

PKR 70,000/+st
Non - Members

LOCATION
PSTD, KARACHI
MODE
CLASSROOM

CONTACT

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LEARNING OBJECTIVES:

- ◆ Be able to manage your team effectively.
- ◆ Know how to influence your sales team and lead them.
- ◆ Developing sophisticated communication strategies.
- ◆ Strategically manage internal conflicts to benefit team cohesion.
- ◆ Cultivate a culture of empowerment and recognition.

TARGET AUDIENCE:

- ◆ Sales Director
- ◆ Head of Sales
- ◆ National Sales Manager
- ◆ Regional Sales Manager
- ◆ Business Development Head
- ◆ Business Leaders
- ◆ Functional Heads



TRAINER'S PROFILE

MOSTAFA ZAGHLOUL

Mostafa is the Business Unit Head at a mega multinational, where he has led initiatives generating over \$600 million in sales across 22 diverse sectors and 22 countries. He transformed sales processes in multinational giants like Unilever, Agthia Group, and Mars, showcasing his expertise in transforming business strategies and driving growth.

His negotiation skills are legendary. Through his ability to build and empower sales teams, establish strong partnerships, and foster joint ventures, Mostafa has created a robust network of rapport with business partners. His approach ensures lasting, fruitful relationships where all parties feel valued and understood. Conflict, to Mostafa, is not a hurdle but an opportunity. He manages disagreements with strategic empathy, turning friction into fuel for innovation. His unique approach ensures every voice is heard and every concern addressed.

In addition to his operational success, Mostafa dedicates himself to training senior leaders in multinational companies, focusing on leadership excellence and strategic acumen. His influence extends beyond boardrooms, shaping the next generation of leaders to navigate complex global markets with confidence and clarity.

LinkedIn Profile

<https://shorturl.at/wbmeY>

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