

For companies facing tough competition!

Guerrilla Selling

Karachi: Marriott Hotel, 23rd April, Lahore: Park Plaza Hotel, 8th May

From 9.00 am to 5.30 pm

How to out-sell, out-surprise and out-punch the competition with meager budgets?

See the difference a day can make in the life of a salesperson?

“It's not size of the dog in the fight; it's size of the fight in the dog.”

Mark Twain

Mind your language!



Workshop Overview:

Guerrilla Selling is an art of dodging the competitors with heavy budgets. Corporate guerrillas don't fight with budgets; they fight with imagination. They don't fight in open fields; they strike when the competitors have written them off.

If you are facing 'dog-eats-dog' competition, train your sales/marketing staff to become corporate guerrillas. Convert your sales staff into ruthless selling machines.

Learning Agenda:

- Creating guerrilla mind-set
- Guerrilla Patrolling: Prospecting
- Guerrilla Networking
- Guerrilla Resistance: Handling objections
- Guerrilla Surprise: Hitting the competition at soft belly
- Guerrilla Trap: Raising barriers to exit for customers
- Guerrilla negotiation techniques

Course Fee: Rs. 9,800 per person.

On 4 nominations from same organization, 5th person to attend session free of charge. [4+1 offer]

Want this course in-house?

Save costs and get the course customized!
Convert entire sales force into sales guerrillas.

Call Ms. Hina Roudani at 0321 3750 706

Who must attend?

- CEOs of companies facing giant competitors
- Heads of Sales & Marketing
- National Sales Managers
- Marketing Managers
- Group Brand/Product Managers
- Key Account Managers
- Regional Sales Managers
- Brand Activators
- B2B Sales Professionals

Master Sales Trainer



Ashraf Chaudhry is Pakistan's #1 Sales Trainer and Social Media Strategist. His life is a story of inspiration. He started his sales career as a chickpea seller from a small town and got early education from roofless schools of rural Pakistan. He did his MBA from IBA Karachi and has worked for around 15 years for companies like Chevron, Tapal Tea, Marriott/Pearl Continental Chains and Worldcall Group. Geo Television Network has run motivational documentary on his life under program "[Zara Sochiye](#)".

His book [The Craft of Selling "YOURSELF"](#) was published in USA in 2009 and is selling world-wide. He is a dreamer and dare-devil executor. He has the knack of putting the sale force on fire. To know more about Ashraf, please [google](#) him.

To download profile of Ashraf Chaudhry in PDF format, please click [here](#).

Join Ashraf on Social Media by clicking:

www.xeeme.com/ashrafchaudhry

How to Book Your Seats?

Please call Ms. Hina Roudani at 0321-3750 706 or email at hina@ashrafchaudhry.com

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A Rising Phoenix