

# KICKSTART 2016 WITH HI-OCTANE ENERGY!

One day Fireshop

## Fire Up Your Sales Force



**Ashraf Chaudhry**  
**The Sales Trainer**

Lahore: 5<sup>th</sup> January | Karachi: 12<sup>th</sup> January | Islamabad: 19<sup>th</sup> January

### Why Fire Up?

No matter how innovative the product is and how creative commercials are and how refined your business processes are, it is THE SALES FORCE that brings revenue. Sales Force has got to be aggressive, ruthless and relentless in approach and execution. Vibrant and hungry sales force provides the bleeding edge to up-line and bottom-line of any business organization. *"Fire Up Your Sales Force"* has been created for business organizations that aim to ignite and unleash their sales infantry for capturing markets despite tough competition.

### Hi-Octane Contents:

- 1. Identifying the TNT:**  
TNT is a chemical compound that is best known as explosive material with convenient handling properties. Every salesperson has got an explosive material in his/her heart and soul. First step is to identify what fires you up and what drives you crazy? This module will help the sales persons discover their passion.
- 2. Contacting the Spark:**  
Spark is a small particle that sets off the ignition process. We all have spark deep within us. This module will help the sales teams to keep their spark of optimism alive and use it for ignition continuously.
- 3. Oxygenation:**  
*Fire Up* requires oxygen. In this module, sales people will become aware of factors that oxygenate the sales process. From *prospecting* to *closing*, there are numerous factors that fan and facilitate the sales process. The main objective of this module will be to identify and implement oxygenizing factors.
- 4. Dump the Fire Extinguishers:**  
Fire extinguishers are the factors that kill the sales spirit of the organization. Fire extinguishers are found in every nook and corner of the organization in the form of colleagues and processes. The idea is to identify the fire extinguishers and taking care of them to keep oxygenizing the raging sales spirit across the organization.

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## Learning Benefits:

- Maximize sales numbers
- Optimize sales costs
- Shorten sales cycle
- Develop “*hard-hitting soldiers of fortune*” to capture sales territories

## Who Should Attend?

- Heads of Sales/National Sales Managers
- Product Managers/Business Unit Heads/Regional Sales Managers
- B2B & Key Account Sales Staff
- Area Sales Managers and Team Leaders

## Course Fee:

Rs: 13000 per person. On 4 nominations from same organization, 5<sup>th</sup> person to attend as complimentary (4+1 offer).

## Chief Sales Force Igniter:

Ashraf Chaudhry knows the knack to put sales force on fire. He is an accomplished salesman, sales leader and Pakistan’s #1 Sales Trainer.

He started his sales career from a small village by selling chickpeas, candies and toffees. Despite his early education from roofless schools, he did his MBA from legendary Institute of Business Administration (IBA) Karachi. He has worked for oil marketing, FMCG, hospitality and telecom sector in sales and marketing.

Since 2009, he has trained more than 10,000 sales professionals across 200 companies. Ashraf Chaudhry mixes psychology, philosophy, religion and street wisdom to break paradigms of participants. He is author of *The Craft of Selling “YOURSELF”*; book was published in USA and selling world-wide.

## How to Book Your Seats?

Please call Ms. Hina Roudani at 0321 3750 706 or Mr. Umar Qureshi at 0322 9805 797 or send an email at [hina@ashrafchaudhry.com](mailto:hina@ashrafchaudhry.com).

**WANT THIS COURSE IN-HOUSE FOR CUSTOMIZATION AND ECONOMY?  
WE ARE JUST A CALL AWAY.**

## Ashraf Chaudhry Associates

A Sales Training Company

76/II, 25<sup>th</sup> Street, Khayaban-e-Badar, DHA, Karachi-75500, Pakistan

Cell: +92-321-3750 706, +92-322-9805 797, Email: [hina@ashrafchaudhry.com](mailto:hina@ashrafchaudhry.com)

[www.ashrafchaudhry.com](http://www.ashrafchaudhry.com)