

WHY SOME SALES PEOPLE **GROW** WHILE OTHERS REMAIN **STUCK?**

One Day Paradigm Busting Drill

Lahore: 19th April | Karachi: 21st April

It is a common observation that some people join the sales career as order bookers and salesmen and dare to reach the acme of their career trajectory while majority of the sales people remain stuck in the grooves of mediocrity and end up just one or two steps above from where they started their career. The losers and laggards ultimately blame their companies, lack of resources or adverse circumstances or bad luck. They assign their lack of career growth to absence of references or opportunities or fate.

Life is all about choices. Some behavioral choices help the sales people maintain their thrust to reach at coveted sales leadership positions while certain behavioral choices of large number of people keep them tied to smaller roles and hence a '*hand to mouth*' life. Growing in career is a choice. Some sales people make and some don't.

Why Some Sales People Grow While Others Remain Stuck is a life changing program for sales people. It is **THE BAAP** of all paradigm shifting programs. This mind blowing program dismantles the chains of negativity, low self-esteem and complaining attitude and unleashes their positive energy and fills up their bellies with fire of reaching at the top by focusing on sales numbers and customer delight rather than adopting negative ways of playing dirty corporate politics that self-destructs and stifles their career growth.

One day program focuses on career growth and earning sales incentives that is the direct result of opening more sales channels, closing more sales, going extra mile and smile and

providing after-sales service. The focus of colleagues is shifted from selling obstacles to selling opportunities.

Life Changing Learning Agenda:

- Customer is not JUST A NUMBER OR TRANSACTION
- Sales Planning and Executional Excellence
- Selling Solutions vs Selling Features
- Cold Calling vs Warm Calling (Referral Calling)
- Hard Selling vs Heart Selling
- Sales career crippling habits
- Sales career uplifting habits
- Achieving sales numbers

Entire focus will be on cultural transformation, embracing change, becoming process driven, creating alternate sales channels, customer relations, customer satisfaction, sales stress management and boss management.

Learning Outcome

- ❖ More sales numbers
- ❖ Less complaints
- ❖ More focus on earning incentives
- ❖ More synergy and less leg pulling
- ❖ Better relations with clients, company and boss
- ❖ Increasing sales numbers
- ❖ Better relations with clients, company and boss

Who Should Attend?

Companies should nominate those sales people who need continuous supervision and external intervention to get things done from them. We will ignite the fire in their belly. Territory Sales Executives, Area/Regional/National Sales Managers, Key Account

Managers, Sales Engineers and Brand/Product Managers who want to outsell, outcompete and outgrow.

Workshop Methodology

- ❖ PowerPoint Presentation
- ❖ Sales games and simulation
- ❖ Activities/movie clips
- ❖ Guest Speakers

Course Fee

Rs. 14,990 for one day. It includes learning materials, networking lunch, tea breaks and certificates. 10% discount on nomination of 4 persons from the same organization.

Sales Trainer

Ashraf Chaudhry is Pakistan's leading sales trainer and international author. He started his sales career at a very tender age by selling 'chanay' from his village and rose to top positions in sales/marketing with leading business conglomerates of Pakistan. With early education from roofless schools, he dared to graduate from Pakistan's legendary business school IBA Karachi.

Ashraf Chaudhry, since 2009, has empowered and ignited around 10,000 sales professionals across Pakistan. He mixes street sales wisdom with philosophy, psychology, religion and business theory. He believes that only a sales team with right *mindset*, *heartset* and *skillset* can take the organization to next level. He claims the fame of putting ordinary sales people on fire to enable them to see challenges eyeball to eyeball.

To know more about him, please google Ashraf Chaudhry.

For Nominations

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Do You Want to Run This Course In-house? Just Call us.

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