



Trainer's Publications:

BOOKS

Guar Gum and Guar Meal,
Karachi: Export Promotion Bureau,
Government of Pakistan, 1969.
(Available at the Library of
Congress, Washington, DC.)

Marketing Management: Lesson
Notes, Karachi: Institute of Cost
and Management Accountants
Pakistan, 1986.

Effective Business
Communication (Draft 1997),
Karachi: Institute of Business
Administration and Technology /
Adamson University.

Readings and Cases in Basic
Marketing (Draft 1999), Hamdard
Institute of Management Sciences,
Hamdard University.

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Language: English

Duration: 1 ½ - 1 ¾ Days

Target Audience: All Sales Managers & Staff

Topics Covered:

- Prospecting, Qualifying & Assessing the Target Customer's Needs, Wants and Buying Motives
- Understanding the Target Customer's Potential, Buying Behavior, Purchasing Power
- Planning the Sales Presentation: Timing; Contents; Forecasts
- 16 Methods of Opening a Sales Presentation
- Asking & Answering Questions
- 18 Methods of Handling Customers' Questions, Objections & Complaints
- Listening to the Customer with Eyes, Lips, Limbs, Pen, Mind, Care and Respect
- Three Things to Avoid during the Listening Process
- 15 Methods of Closing the Sale
- Feedback & Follow-up
- Customer Satisfaction
- Achieving & Exceeding Sales Targets
- Planning the Daily Routine
- Self-Development: Knowledge; Skills and Attitude
- Personal Grooming: Choice of Apparel; Facial Expressions; Hair Style; Posture; Etiquettes
- Habits: Eating; Greeting; Working; Walking; Talking; Reading; Writing; Listening; Viewing
- Body Language
- Punctuality
- Self-confidence
- Seven Skills Essential for Salespersons:
 - Thinking;
 - Decision-making;
 - Problem-solving;
 - Communication;
 - Negotiation;
 - Teamwork;
 - Time Management

Training Methodology:

- Interactive Lectures;
- Exercises;
- Audio-visuals;
- Simulation;
- Role-play;
- Presentations by Participants

Trainer

Professor Abdul Ghani Saeed, Chief Executive Consultant, EDC NETWORK, Karachi, educated at IBA (Karachi); IMI (Harvard); ICAME (Stanford); ITC (Geneva/Istanbul), author of several articles and research studies on selling, retailing and marketing; having practical experience of marketing, selling and training thousands of persons selling a variety of consumer goods, industrial goods and services to ultimate consumers, retailers, wholesalers and industrial consumers.