

# SALES SUCCESS SEMINAR

Facilitated by **Naveed Ilyas Saya**



Location: **Karachi Marriott Hotel** | Date: **Mar 11, 2021** | Timings: **09:00 am to 05:00 pm**

## PROGRAM OVERVIEW

*Sales Success Seminar is defined by 6 straight forward learning steps that enables reps and their teams to engage in high-level sales conversations that convert more buyers – Naveed Ilyas Saya*

Ensuring your prospects and customers are having positive experiences with your company at all levels is crucial for the success of your business. Sales is one of the most important functions for any organization and in this program, the trainer will focus on creating the skills set and mindset which will enhance SALES PERFORMANCE of the participants.

## KEY BENEFITS

- Impress prospects at first sight
- Build and improve relationships
- Know when to engage and when not to engage in the sales process
- Sell anything using your own authentic personality without sounding "salesy"
- Successfully negotiate business deals
- Improve customer relationships using power of emotional intelligence
- Close deals effectively and grow a business relationship for the long term
- Attract additional business from existing clients

## WHO SHOULD ATTEND?

- Sales Professionals responsible for ambitious targets
- Sales & business development professionals looking to sharpen their skillset
- Sales and business development professionals who need a fresh perspective and innovative ideas on Presentations, Selling Techniques and Personal Growth Areas
- People who want to be more influential, persuasive, and convincing to others

## COURSE OUTLINE

### Managing self & creating the RIGHT positioning

- Crafting personal positioning using positioning maps
- Interpreting, controlling and enhancing non-verbal communication
- Power of self-belief and belief on the products / services



## Activating the Sales Engine

- Qualification, prioritization and prospecting tools
- Pre-call/meeting planning methodology
- Art of crafting a solid social proof & gathering metrics

## Gaining trust & information when meeting the prospect

- Listening and the information analysis toolkit
- Engaging prospects and controlling conversations
- A journey from being a sales person to a strategic advisor

## Negotiation, Persuasion and Influence

- Negotiation style analysis and bridging the gap b/w the two parties
- Managing relationships when negotiating
- BATNA, ZOPA and decision making
- Psychological tools and traps in negotiation

## Emotional Intelligence and its role in everyday sales function

- Recognizing emotions and underlying thoughts & using them as motivators for action
- The ultimate power of mirror neurons
- Controlling emotions and channeling thoughts for long term success

## Tie it up

- Handling objections and closing deals
- Closing techniques and getting the commitment
- Art of upselling and cross selling

### FACILITATOR PROFILE

Naveed Ilyas Saya challenges the status quo at every step of the way and strongly believes that learning in life never stops. To this effect, he has enrolled himself as one of the youngest honorary members at the Harvard Business School. Naveed is certified for Strategic Negotiation Skills from the University of Michigan. He has also completed his certifications in Digital Marketing Strategies & 50 Marketing Metrics.



### TERMS AND CONDITIONS

**Payment:** The organizers reserve the right to refuse admission unless proof of payment is received by our office prior to the event.

**Cancellation Policy:** For cancellations made in the 7 working days to the event, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at least 2 days before the event.

#### Investment:

For 1-4 Participants: **PKR.17,500/-\*** per participant

For 5+ Participants: **PKR.14000/-\*** per participant

\* plus Sales Tax

#### For registration and more information:

Contact: **Suniya Zafar**

Email: **events@learningmindsgroup.com**

Call/WhatsApp: **0334 2987751**

