

ADVANCED SALES NEGOTIATIONS

01 August 2017
Karachi Marriott Hotel

07 August 2017
Management House, Lahore



PROGRAMME FOCUS

The programme focuses on four identified learning objectives. Together the objectives seamlessly integrate into a single framework of high performance sales behaviour that could be used to exponentially increase the "selling" efficacy of the participant. The programme exclusively focuses on the "selling experience". From the start of a sale to the close of a sale, the participant will be introduced to high impact selling practices which are both intuitive and applicable in their respective work environments. The design of the programme takes into account the specific requirements identified by the organization and the intrinsic challenges faced by mid-level Sales/ Account managers.



COURSE DIRECTOR

DANANJAYA J HETTIARACHCHI

MBA (Aus), MSC in HRD (UK), ACIM, Dip in MA
(CIMA-UK), Bachelor in Business (Mgt & Mkt - Aus)

- Peak Performance Coach : HRD Specialist
- World Champion of Public Speaking 2014

Acclaimed as the #1 speaker in the world by Toastmasters International, Dananjaya is currently the national and South-Asian regional champion in competitive public speaking. He is an HRD specialist specializing in Sales, CRM and Performance Prediction. Currently he works exclusively with a selected group of tier one organizations (which includes Vltusa, Airtel, HSBC, HNB and Aviva NDB) handling high-impact training and development programmes for executive grade staff members.

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ADVANCED SALES NEGOTIATIONS

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Programme Objective and Overview

To introduce and develop advanced sales negotiation competencies, which would directly reflect in high performance sales behaviour.

Each participant will be able to demonstrate identified high impact sales behaviour which would directly result in increased sales and client engagement.

Subject Areas Covered

- Assertive – Persuasive Communication
- Touch Point System of Selling
- Customer and Behavioural Psychology
- Client Centric Communication
- Profiling and Negotiations
- Interpersonal Psychology
- Four-Step Approach to Selling

Who Should Attend

- Sales Personnel and Executives
- Marketing Managers and Executives
- Managers and Team Leaders who would like to achieve higher competencies in their sales skills.

TESTIMONIALS

“Excellent communication skills. Interesting way to present and involve all the participants”

Assad Mahmud
Regional Head-Vice President
MCB Bank Limited

“Excellent command over communication and very impressive in converting/ demonstrating the learnings”

Bilal Rasool - Deputy Business Manager
Pakistan State Oil

“Awesome experience ! Good speaker and excellent trainer, who has excellent grip and command on what he is training about. This training will bring definite improvement in my skills & capabilities in future”

Nadeem Khan - Area Manager- North
Gul Ahmed Textile Mills Limited

“Excellent trainer with purpose build stuff to achieve the ultimate objective of training”

Waqar Ahmed
General Manager- Digital Sales & Services
Pakistan Telecommunication Limited

“Good voice, excellent speaking techniques and command over topic”

Ayyaz Ahmad - Business Manager
Pakistan State Oil

“ Liked the way he presented with clarity and fluency”

Sajid Javed - Head of Sales- Cards
Bank Alfalah Limited

“He holds the full grip on his topic. A wonderful training”

Nauman Ashraf Khan
GM- Digital Services & Support
Pakistan Telecommunication Limited

Developing a “Sales” Mindset

- Identify internal barriers that inhibit participants from becoming effective sales negotiators
- Identify performance inhibiting personality and behavioural factors and unlearn them
- Understand personality, identify the concept of self worth and its direct impact on high end sales
- Leveraging emotional intelligence and shared intelligence: dealing with high-end clientele

Increase the Level of Client Engagement

- Building Rapport with clients : Advanced Four step methodology
- Converting Rapport into trust: The art and science of influence during negotiations
- Leveraging personality and character “Mirroring” to build high impact relationships
- Using 6 strategies to convert engagement into sales

Internalize the 4 Tier Integrated Selling Process

- Demonstrate the four critical steps of selling
- Use client centric communication
- Use persuasive communication during a negotiation
- Advanced concepts of Influence
- The psychology of power and power distance
- Handle objections, concerns and questions during a sales negotiation

Advanced Sales Negotiations & High Impact Communication

- Successfully negotiate using advanced practices and concepts
- Use persuasive communication in negotiations
- Use Interpersonal communication in negotiations
- Pace negotiations and position alternatives
- Recover from entrenched negotiations
- Switch communication modalities in Negotiations

Regular Fee: Rs. **40,000** per participant

Group Discount: 10% Discount on 3 or more nominations from the same organization

Early Bird Discount: Rs.35,000 per participant (If you register and pay till July 7, 2017)

Includes Courseware, Terrabiz certificate, lunch, refreshments, business networking

For registration(s), send us your **Name, Designation, Organization, Mobile, E-Mail and Postal Address** to register@terrabizgroup.com

For further information please contact **Tufail Ahmed Khan +92 333 3185 070,**
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Terrabiz Cancellation Policy: For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at anytime.