

Course I

*How to*  
**Sell Successfully**  
*to Corporate Customers*

25 April 2011 - Pearl Continental Hotel, Lahore  
28 April 2011 - Karachi Sheraton Hotel

Course II

*How To*  
**Manage and Lead**  
Subordinates To  
**Higher Productivity**

26 April 2011 - Pearl Continental Hotel, Lahore  
29 April 2011 - Karachi Sheraton Hotel

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# How to Sell Successfully to Corporate Customers

25 April 2011 - Pearl Continental Hotel, Lahore  
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## How to Sell Successfully to Corporate Customers

### Objective

To help participants acquire and internalize tested, proven and widely used solution selling techniques using engineering and project management approaches, so that each sale is accomplished professionally, and participants achieve high repeat sales results.

### Powerful Benefits Participants Will Receive

You will understand, know about, or learn.....

- The differences between being product centric and solution centric
- Why people buy only what they want to buy, and when they are ready to buy
- How to upgrade from "sales person" to "trusted advisor"
- Why a benefit will only be a benefit if it benefits the customer
- How customers go thru a buying process
- Strategic Selling -- basis of executive level professional selling
- How to turn business-to-business selling into a science and a project
- The key players in a complex buying situation
- The S.U.S.U. model
- The Tactical Sales Process - the Pain-Pleasure Tactical Selling Model
- How to help customer reach the final decision

How To

# Higher Productivity

Subordinates To

# Higher Productivity

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## How To Manage and Lead Subordinates To Higher Productivity

### Introduction

Managers talk about higher productivity. Those are end results, the reason for their being managers. However, end results don't happen when the means to these end results, the journey towards these end results, are not there. To achieve higher productivity, managers need to know how to effectively manage their departments. Effective management is the key. Management is leadership in action. This two-day program focuses on the leadership aspects of management.

### Benefits To Managers

- Understand your Number One job priority as a manager
- Understanding your subordinates' needs
- Learn what Gallup Organization discovered about talent management
- Understand the concepts of talent management
- Understand how your people think and make decisions
- Discover and understand your own thinking preferences as a manager
- Analyze your strengths and areas of concern in relation to your thinking preferences.
- Realize why effective communication is vital to success as a manager.
- Learn how to earn your subordinates' S.T.A.R. (Support, Trust, Admiration & Respect)
- Know what Emotional Intelligence is and why it is important to people management
- Learn the six strategies for having high EI

## Course Trainer



### G K Lim

President HRD Gateway

G K Lim is President of HRD Gateway, a 40,000-member international non-profit organization dedicated to excellence in human resource management. He is a training consultant in the area of consultative / solution-centric selling skills, key account management, negotiation, persuasion and influencing skills, managerial excellence, 360-degree leadership, stress management, and mind/intuition enhancement.

He holds an MBA from American Heritage University of Southern California, and currently working for his DBA from Ifugao State University, Philippines.

Since 1977, G K Lim has been studying various stress-release, physical wellness and mind development methods such as Silva Mind Control, Reiki, and Inner Quest electronic alpha-inducing systems. Meditation techniques he studied include TM, Buddhist, Kundalini, Vipasana, Natraj, Nadabrama and CSM (Clinically Standardized Meditation).

G. K. Lim is a Certified Herrmann Brain Dominance Instructor; Immediate Past President, China HRM; Fellow of the Institute of Sales and Marketing Management; an Approved CMSI Sales Personnel Certification Advisor & Instructor; ISO Certified In Marketing & Sales (ISO CMS 991182); Certified Competency-Based Training & Education Instructor; Accredited Facilitator, Accelerated Entrepreneurs Development Program; NLP practitioner; and publisher of "Partners," an ezine for professionals, managers, executives, and entrepreneurs.

G K Lim has had consulting and training assignments in Thailand, Indonesia, Malaysia, Singapore, Brunei, Philippines, Vietnam, India, Sri Lanka, Maldives, United Arab Emirates, and China, and has appeared on TV2 (KL), TVM (Maldives), UNTV (Manila) and RPN9 (Manila).

A partial list of in-house training clients include: ABB, ANZ Bank Hanoi, Bristol-Myers Squibb, Cadbury, Canon, Ciitibank, Dell, DHL, Digi, GE Toshiba Silicones, IQPC Oil & Gas Dubai, IITM Sri Lanka, Intel, Maersk Medical, Maybank, Maxis, Microsoft Thailand, Novartis Pharmaceuticals, O'Connor's, Panasonic, Reliance, Roche, Samsung India, Shell, Syngenta Crop Protection.

# Course Outline

## Course I

### The CAM (Corporate Account Management) roadmap

- The CAM Roadmap as a set of principles, steps, and procedures
- The sales person and the corporate customer
- The sales function
- Relationship with Sponsor / Champion
- Leveraging for the future
- Liaison with internal customers
- CEO Mentality

### One sure way to stop business from slipping thru your fingers

- Who to deal with in a corporate account
- Introducing the S.U.S.U. Model
- Buying influences and roles
- Characteristics of the four buying influences
- How to gain access to the key decision maker
- Case study: One recent successful sale you made to a customer

### Do what other sales people don't do -- increase sales productivity by solving problems

- "We are not selling commodities"
- Product centric selling versus solution centric selling
- Why product selling means swimming in the "red ocean"
- Characteristics and benefits of solution selling
- Solving customers' problems, the key to selling success
- How to get every single dollar of the customers' budget
- Case study: one sales effort you are working on

### When you are in front of the customer -- the F2F (face-to-face) tactical sales process

- Why customers agree to see you in the first place
- Introducing the F2B tactical selling model
- The concept of Pain-Pleasure
- Role play -- You are now in front of a prospect / customer
- Video-based case study -- What sales people can learn from a doctor

### Helping customer reach the decision

- Decision Making
- Buying signals
- Trial close
- Identifying non-verbal communications from prospects
- Selecting the best closing techniques for your product / service

### Who should attend these Courses ?

Sales persons, sales managers, marketing managers.  
In short, your entire sales and marketing team.

## Course II

### So, you are a manager?

- When you wear the manager's hat
- What is your number one job priority?
- What do managers do?
- A manager's priorities.

### The most important job is a manager: managing talent

- Test your current knowledge of talent management
- What is talent and why you cannot train or develop talent
- The differences between skills, knowledge and talent
- Why you cannot change people
- Some FAQ's on talent management

### Putting talent management into action

- Questions your subordinates ask of you as their leader
- The three major talent groups -- striving, thinking, and relating talents, and how they relate to your industry
- How not to lose talented subordinates

### Why effective communication is vital to success as a manager?

- Communication is a two-way street.
- Communicating ideas to your people.
- Group activity: The Great Communication Exercise.

### How to really listen to others?

- Be present to the talker.
- Listen attentively and then only think of response.
- Verify your understanding.
- Seek clarification if you don't understand something.
- Assume responsibility when misunderstanding occurs.
- Get rid of emotional baggage, prejudices, past experiences..

### How to earn your subordinates' S.T.A.R. (Support, Trust, Admiration, Respect)?

- Putting Emotional Intelligence (EI) into action.
- What is Emotional Intelligence
- Communicating from the heart so that your subordinate will listen to you, follow you, and do as you say.
- How PDI helps enhance your Emotional Intelligence

### Strategies for having high EI

- Other people are important too.
- You must allow others to make mistakes.
- Contain your anger, because he who angers you conquers you
- Earning the trust and respect of others through listening
- Realize that it's easy to misunderstand, difficult to understand -- so seek first to understand.

### How to handle subordinates who make mistakes and don't do what you want them to do?

- Don't CCC -- condemn, criticize, comment negatively - instead, evaluate
- What is "aggressive" and what is "assertive"
- How not to condemn
- How to evaluate
- Using the Sandwich method of evaluation

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## SAVE TIME AND MONEY WITH IN-HOUSE TRAINING

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Please contact **Muhammad Faheem**

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### Workshop Investment:

Early Bird Date: **08<sup>th</sup> April 2011**

Course 1	Rs. 21,500/- Per Participant, For One Course	Early Bird Discount Rs. 19,500/- Per Participant, For One Course
How to Sell Successfully to Corporate Customers		
Course 2	Rs. 21,500/- Per Participant, For One Course	Early Bird Discount Rs. 19,500/- Per Participant, For One Course
How To Manage and Lead Subordinates To Higher Productivity		
<b>Course 1 + Course 2</b>	<b>Rs. 38,000/-</b> Per Participant, For Both Courses	<b>You Save Rs. 3,000/-</b>
*Every 4 <sup>th</sup> Participant from the same organisation will attend <b>FREE!</b>		
Includes course ware, Terrabil certificate, lunch, refreshments and business networking.		

## Testimonials

"GK Lim is one of the best persuasion psychologists in Asia. He is a much sought after trainer in Malaysia and neighboring countries as he uses his knowledge and experience accumulated over 3 decades in order to give the best to his clients. His success can be also attributed to his very own presentation style and mastery of language which had been commended by many of his contemporaries worldwide."

### Humantalents Unlimited

Professionally, G K is an expert in sales force development having spent many years researching, developing and delivering high impact sales-related training programs to companies of all sizes."

**Chief Executive Coach/Master Trainer, People Coaching Works Sdn Bhd**

"When we met up in person, after we worked out several partnerships, it's really proven, that Mr. Lim is a humble senior with tremendous professional experience in ranging fields"

**Marketing Head, NeoEdge Pte Ltd(Singapore)**



We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are the

Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabil organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabil and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabil Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabil has also organized some events with Google Pakistan.

Terrabil was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pak-Arab Refinery Limited (PARCO), Oil and Gas Development Limited (OGDCL), Total Atlas Lubricants Pakistan (Pvt) Limited, Shell Pakistan Limited, Byco Petroleum Pakistan Limited, National Refinery Limited (NRL), Pak Arab Refinery Company Limited, Pakistan Petroleum Limited, BOC Pakistan Limited, BP Pakistan Exploration and Production Inc, Attock Refinery Limited (ARL), Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

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