

The 10 Commandments of Selling

One Day Workshop

Lahore: 11th November, Park Plaza Hotel

Karachi: 24th November, Marriott Hotel



Ashraf Chaudhry
The Sales Trainer

These 10 Commandments neither came from the Mountain nor any Moses is preaching. Yet, any salesperson worth his/her salt must follow these sales commandments in order to find the Promised Land of sales success. The consistent violation of **The 10 Commandments of Selling** has a great risk.....a risk of Exodus.....the customers' exodus. The 10 Commandments are 10 vital areas that salespeople must learn, absorb, assimilate and apply.

The 10 Commandments

1. Thou shalt take pride in the profession of Selling.
2. Thou shalt first buy thy product then sell unto others.
3. Thou shalt have complete knowledge of thy product
4. Prospecting should be thy way of life.
5. Thou shalt feed the goose to have supply of golden eggs.
6. Thou shalt make sure that thy prospect likes thee as a salesperson.
7. Thou shalt ask as many questions from thy prospect as possible.
8. Thou shalt plan thy sales day a night before.
9. Thou shalt master the art of listening.
10. Thou shalt suggest solutions to thy clients rather than telling the product.

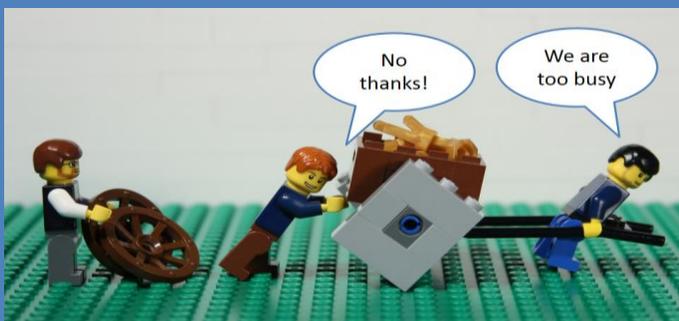
Learning Benefits

- ❖ Turbocharging Sales Persona
- ❖ Electrifying Salesman's charisma
- ❖ Knowing the product and customers' needs for "plug & play" selling
- ❖ Immaculate planning of a sales call
- ❖ Building a sales pipeline
- ❖ Managing demotivation
- ❖ Unleashing your hidden networking genius
- ❖ Increasing sales numbers

Why Must Invest in Sales Trainings?

Even with most sophisticated aerial attacks, the actual territory is captured by ground forces. Highly motivated and well-equipped sales infantry plays a critical role to make in-roads into the market. Selling is the name of sweating, of perspiring, of fighting and of facing ruthless realities of the market.

The investment in sales teams brings immediate results in terms of more revenue. In the era of nail-biting competition, fired-up sales teams equipped with sales tools can be a real game-changer. **The 10 Commandments of Selling** promises to inject selling pride and power to the participants.



Give pause to your sales teams and let us build their selling capacity. They will exceed their sales targets at much lesser costs.

The 10 Commandments of Selling

Learning Agenda:

- ❖ How the mind of killer salesperson works?
- ❖ Shifting focus from **Hard Selling** to **Heart Selling**
- ❖ The science of *rising in love* with your own products
- ❖ The art of prospecting with surgical precision
- ❖ The principles of nurturing deeper relations with trade
- ❖ Referral Selling: Wonders of Networking
- ❖ Sales Call Planning
- ❖ Cracking the code to the toughest customers
- ❖ Speaking the language that customer understands
- ❖ Shifting focus from *Cold Calling* to *Warm Calling*
- ❖ Developing personal charisma and magnetism
- ❖ Managing work-life balance and burn-outs

Who Must Attend?

- ❖ Front line sales soldiers
- ❖ Area/Regional Sales Managers
- ❖ National Sales Managers
- ❖ Product/Brand Managers/B2B Sales Managers
- ❖ Relationship Managers/Key Account Managers
- ❖ Account/Client Service Directors
- ❖ Potential Sales Trainers

From FMCGs, Pharmaceutical Industry, Banks, Insurance, Mutual Funds, OMCs, News Channels, Advertising, Leisure/Hospitality, Health Care, Telecom, Industrial Goods and Service Providers

Workshop Leader



Conveying the point: Small things have great value in Selling!!

Ashraf Chaudhry started his life as an errand boy from a small town and got early education from roofless schools of rural Pakistan. He did his MBA from legendary IBA Karachi and has worked for around 15 years for companies like Caltex, Tapal Tea, Marriott/Pearl Continental Chains and Worldcall Group. He is an accomplished business executive, highly sought-after sales trainer, Social Media Strategist, passionate blogger and philanthropist. His book *The Craft of Selling "YOURSELF"* was published in USA in 2009 and is selling world-wide. To know more about Ashraf, please [google](#) him.

He is a CEO of *Ashraf Chaudhry Associates* and *Redback Spiders*, Pakistan's leading social media training and consulting outfit. He is a sales consultant to many local and international business organizations. Ashraf is also authoring an up-coming sales novel *The 10 Commandments of Selling: Story of Danial*, to be launched world-wide by June 2015.

In the last 5 years, Ashraf Chaudhry has built the capacity of sales teams of more than 100 companies. To download his profile, please click [here](#).

How to Book Your Seats?

Please email your name, designation, organization and mobile number at trainings@ashrafchaudhry.com or call Mr. Umar Qureshi at +92-322-9805797

Course Fee: PKR. 15,000 per person

Group Package: On 4 paid nominations, 1 person to attend free of charge [4+1 offer]. Course fee includes course material, original soft copy of presentation, networking lunch & tea breaks, certificate and hard copy of *The Craft of Selling "YOURSELF"*.

Want to run this course in-house for customization and economy? Just call.

Ashraf Chaudhry Associates

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