Sales people are not born. They are made and groomed. Everybody can develop, sharpen and hone the selling skills. Selling is a craft and just like any other craft, it can be learnt, practiced and mastered.

From *The Craft of Selling "YOURSELF"* by Ashraf Chaudhry

What does Google say?

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- **The Art of Shepherding | Ashraf Chaudhry's Blog**
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  28 Jan 2012 -- Shepherd's character is mix of entrepreneurship, risks, initiatives, leadership, discipline, mentoring and taking unpopular decisions.

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What gurus say about

The Craft of Selling

“YOURSELF”?

“Sales is all about engagement and the most important engagement you can have is with yourself. Ashraf’s book gives you the tools and the strategic edge to promoting and selling you, the most valuable product on earth. In the current global economic meltdown, you will survive and thrive by treading the path laid out for you in this book. Invest in yourself now and stand out in the crowd!”

Bob Urichuck
International Professional Speaker, Trainer and Author of
Disciplined For Life: You Are the Author of Your Future and
Up Your Bottom Line; Featuring the ABC, 123 Sales Results System

“If you are the kind of person who loves to serve others, you will be well served by reading this new book. When you sell yourself, you are selling a promise to serve other people well. Keep that promise and watch your business grow.”

Ron Kaufman
Author, UP Your Service!
Founder, UP Your Service! College

“Packed with meaningful information to grow your professional career, this book is worth a thorough read.”

Dr. Nido Qubein
President, High Point University
Chairman, Great Harvest Bread Co.

The book offers a wealth of ideas on getting a job and building a business -- because, as we know, relationships are a key part of building a successful business -- and a major part of life. Mr. Chaudhry’s examples are right on target and I’ll keep referring to them to remind me of the importance and techniques of selling oneself just about anyone. The book is ammunition to achieve your goals.

Barry Feig
Author of "Hot Button Marketing"
"I've had the good fortune of working with Ashraf and always believed that his huge reservoir of talent would shine through in every endeavor. His insightful book is a very useful guide to making executives realize and market their true potential in the highly competitive corporate world."

Aftab F. Tapal  
Chief Executive Officer  
Tapal Tea (Private) Ltd  
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Ashraf Chaudhry in The Craft of Selling “YOURSELF” takes the perspective of effective selling and weaves it into the process of finding a job, leveraging that job as another step in the overall staircase to ongoing success. Through personal stories and an easy writing style using a step by step process, the reader receives practical information to write a resume and then how to deliver it to potential employers.

Leanne Hoagland Smith  
Author of “be the Red Jacket in a sea of great suits”  
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Please click here to claim your copy!  
Want to read first chapter? Click here.

....... journey from pay slip to passion!

There is a memorable quote in movie The Rookie that says: “It is fine to do what you want to do, but sooner or later, you have to do what you were meant to do.”

This is story of Ashraf Chaudhry. At the pinnacle of his successful career as a Sales & Marketing professional, he left comfy confines of secure job to pursue his passion of corporate trainings and writing. Within three months of leaving his job as GM Sales & Distribution with Worldcall Group, one of the biggest business groups in Pakistan, he wrote and published his book The Craft of Selling “YOURSELF”. The book is now international best-seller (also available at Amazon and Barnes & Noble book stores all over the world).

After an MBA degree from a top-notch business school in Pakistan, Institute of Business Administration, Karachi, he worked for blue-chip companies like Chevron, Tapal Tea, Pearl Continental/Marriott Hotels and Worldcall Group in Sales and Marketing departments. He left Worldcall Telecom Ltd as General Manager Sales & Distribution to pursue his passion of corporate trainings, public speaking and writing.

He is one of the most sought-after corporate sales trainers in Pakistan. His vision is simple: to raise incorrigibly optimist Sales & Marketing militia for business organizations with ‘never-say-quit’ determination. He transfers his skills with interactive discussions, case studies, exercises, video analyses and by sharing his hands-on experiences.

Ashraf is also co-author with world’s top most sales trainer and best-selling author Bob Urichuck for up-coming sales novel The 10 Commandments of Selling: Story of Danial, to be launched world-wide by December 2013.

He is avid reader of books; watches movies; writes blogs and engages in social services. Ashraf lives in and travels from Lahore/Karachi (Pakistan) for training assignments.

The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.

Michelangelo
Transformational Journey

Ashraf Chaudhry started his sales career as an errand boy at the age of 10 to reach a position of Head of Sales with one of the biggest business houses in the country. He got his early education from roofless and ghosts schools of rural Pakistan but did his MBA from country's top-notch business school, Institute of Business Administration, Karachi. He has the knack and ingenuity of converting wounds into wellness, scars into stars and trials and troubles into turnarounds.

Key Workshops

The 10 Commandments of Selling

These 10 Commandments neither came from the Mountain nor is any Moses preaching. Yet, any salesperson worth his/her salt must follow these commandments in order to find the Promised Land of success. The consistent violation of The 10 Commandments of Selling has great risk.....a risk of Exodus.....the customer exodus.

The 10 Commandments are 10 vital areas that sales people must learn, absorb, assimilate and apply. Please visit our blog to know more about our project of The 10 Commandments of Selling. Click here to download the contents of the workshop.

Guerrilla Selling

A cost effective way to outfox, outwit and outpunch your competition!

Guerrilla Selling is based on unconventional weapons and wisdom for making the sale. It shows how modern sales guerillas are using the soft Principle of TIE (Time, Imagination & Energy) to tie in the customers instead of deploying pressure-cooker selling approaches. Under-manned, under-equipped and underfinanced, they’re taking on the arrogant corporate clouts with humongous marketing budgets and are re-writing the new rules of commercial combat. Sales Guerrillas build an "under-world" of loyal followers who feed them prospects and reconnaissance.

Guerrillas don’t indulge in the hot-pursuit of every target. They qualify the prospects with surgical precision and immaculately execute them to accomplish mission while remaining cost effective. Please click here to download the contents and visit our blog to know more about the project.

“It's not the size of the dog in the fight; it's the size of the fight in the dog.”

Mark Twain
Sun Tzu was a Chinese military strategist of 6th century BC whose teachings have shaped mindscapes of generals, commanders and diplomats & entrepreneurs in the history. *The Art of War* is one of the oldest and most successful books on military strategy. Sun Tzu suggested the importance of positioning in strategy and that position is affected both by objective conditions in the physical environment and the subjective opinions of competitive actors in that environment.

Selling is a process of competing for business and salespeople form the front lines of business competition. *B2B Sales Warfare* has been designed to equip the Sales Warriors to gain "strategic depth" in the market place. Please click [here](#) to download the brochure.

### Break the Chains

**A sales agitation workshop**

There is an interesting technique that elephants are trained with. When the baby elephant is born, his leg is tied to a small chain to keep him under control. Baby tries to break the chain to run around but he cannot break it. In this process, he learns to be helpless and stops exerting pressure and decides to live with reality. With this ‘Learned Helplessness & Can't -Do Attitude’, he consumes his entire life believing that he cannot break the chains.

That is also the case with human beings. In the beginning, we take initiatives to gain control. But if we fail for a couple of times, we learn helplessness. With this ‘learned helplessness’, we live our entire life without realizing the real potential of doing wonders. Hard-hitting & belief-shattering one day workshop “Break the Chains” is meant to awaken and unleash the giant we are born with. Please click [here](#) to download the complete brochure.
Key Accounts are not low-hanging fruit; they are the Holy Grail. Can companies take them for granted? Yes! At the cost of existence!!

Key Accounts play the role of linchpin towards up-line and bottom line of any organization and Key Account Managers are the rainmakers. Key Account Management is a strategic planning approach that goes well beyond traditional selling. It reaches deep inside both the seller and buyer organizations, hence making KAM undoubtedly more complex and more challenging than simple sales activity. With Key Accounts, the stakes are very high, so they have to be managed strategically.

Key Account Management: Discipline Redefined is the distillation of years of in-depth study of best practices prevalent in the discipline of Key Account Management. Please download the brochure by clicking here.

Unleash the Power of Social Media

CATCH THE WAVE. GRAB THE MOMENT. LEVERAGE THE MIGHTY WAVES OF TSUNAMI OF SOCIAL MEDIA. PUT YOUR BRAND ON THE WINGS OF SOCIAL MEDIA AND TAKE IT TO NEW PEAKS OF PERFORMANCE.

Why Social Media?

- Social Media is not a fad or buzz. It is a reality to stay. How to leverage the reality?
- For the first time in 23 years, Pepsi will not have any ads in the Super Bowl. Instead, the company will be spending $20 million on a social media campaign. Why?
- Social Media channels like Facebook, Linkedin, Twitter and Blogging etc. provide opportunities to organizations to stay intimate and interactive with customers. How?
- ROI of Social Media Marketing is setting high benchmarks. How to integrate it with Marketing Communication Strategy?
- Social Media generates discussions and builds opinions leading to more sales. How to trigger discussions?
- World’s top brands like DELL, Coke, Starbucks, Burger King, IBM and Barack Obama etc. are crazy about using Social Media. What are the reasons?

One day workshop “Unleash the Power of Social Media” is a step forward to sensitize and train Sales & Marketing Professionals in Pakistan about Social Media and integrating it into overall Marketing Communication Strategy for cost effective sales results. Please click here to download the complete brochure.

Consultative Selling

Selling the way your customer wants to buy......not the way you like to sell.

There is a famous movie with the name of Boiler Room in which the sales people use 3rd degree selling methods to meet their sales targets and sell products they themselves are highly ashamed of. The Sales Manager addresses his team with these words:

“And there is no such thing as a no sale call. A sale is made on every call you make. Either you sell the client some stock or he sells you a reason he can’t. Either way a sale is made, the only question is who is gonna close? You or him? Now be relentless, that's it, I'm done.”

Always Be Closing era is gone. Today's customer is intelligent and you cannot afford to insult his/her intelligence with your manipulative sales pitch. You can sell one time but you will lose the trust for ever. In digital times, sell-and-run can put the company on fast-track to extinction. In order to nurture long-lasting relationships with the client, you have to bust your existing sales paradigm. You don’t have to sell; your role is to help the customer buy. In short, you are consultant.

Consultative Selling is the anecdote to Pressure Cooker Selling. Consultative Selling is: Selling the way your customer wants to buy......not the way you like to sell. Please click here to download the brochure in PDF format.

Hard Selling is short-lived while Heart Selling stays!

Era of Cold Calling is gone! It’s age of Warm Calling.
Sales is the natural outcome of connecting the right dots. Work on finding and connecting the dots.

Shepherd is the person who looks after goats and sheep. Since beginning of human kind, shepherding is one of the most revered professions chosen by prophets and their companions. Shepherd’s character is mix of entrepreneurship, risks, initiatives, leadership, discipline, mentoring, taking un-popular decisions and having an eagle eye on ROI (Return on Investment), ROE (Return on Efforts) and ROTI (Return on Time Invested).

The Art of Shepherding is a well researched sales leadership development program which aims at building capacity of present and potential sales leaders who get things done from their teams while taking the complete ownership of results. Please click here to down the contents in PDF format.

A shepherd always takes his chances with wolves and with drought, and that’s what makes a shepherd’s life exciting.

Paulo Coelho
Training Methodology

Ashraf Chaudhry is content based trainer and does not run theaters to give short-lived steroidal effect of trainings.

The only limits to the possibilities in your life tomorrow are the buts you use today.

Les Brown

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Allocation of time

- Presentation 30%
- Discussions/Brainstormings 30%
- Activities/Simulation 30%
- Movies/stories 10%
Our Clients
Participants from the following organizations (not a complete list) have attended workshops by Ashraf Chaudhry.

How to Engage Sales Agitator for In-house Trainings, Seminars & Conferences?

Please call Ms. Hina Roudani at 0092 321 2750 706 or drop an email at hina@ashrafchaudhry.com

Want to talk to Ashraf Chaudhry? 0092 321 9274 723 (GMT+5), Email: ashraf@ashrafchaudhry.com

Write to my clients for testimonials!

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A Rising Phoenix