

**For Sales Teams of Banks, Mutual Funds,  
Insurance Companies & Stock Brokerage Firms**

# **How to Sell Financial Products?**

Lahore: 13<sup>th</sup> July, Park Plaza Hotel, Islamabad: 16<sup>th</sup> July, Serena Hotel, Karachi: 18<sup>th</sup> July, Marriott Hotel

**The Making of  
Sales Agitators!**



With

**Ashraf Chaudhry**

Pakistan's #1 Sales Trainer

Author of *The Craft of Selling "YOURSELF"*

**From launching of sales insurgency  
to capturing the hearts!**

## Workshop Overview:

Selling financial products is more challenging as there is little room for differentiation, at least as the perception prevails. Almost all financial institutions are selling same kind of services like credit/debit cards, auto loans, housing finance, assets & liabilities, insurance, mutual funds and investment products without cutting edge differentiation. In the given circumstances, your sales staff is the only differentiating point.

One day intensive course “**How to Sell Financial Products?**” is meant to make your sales staff as your #1 competitive advantage in the industry. This course is the ultimate negation of sales tactics practiced by proponents of (movie) *Boiler Room* school of thought. In this workshop, the focus of participants will shift from *Hard Sell* to *Heart Sell*.

## Learning Agenda:

- The persona of sales agitator
- How to launch industry reconnaissance?
- Prospecting with surgical precision
- Leveraging social media for lead generation
- Warm calling
- Sales call planning
- Presenting with style
- Objection handling
- Up-selling/cross selling
- Closing techniques
- After sale customer service/Referral selling system

## Who should attend?

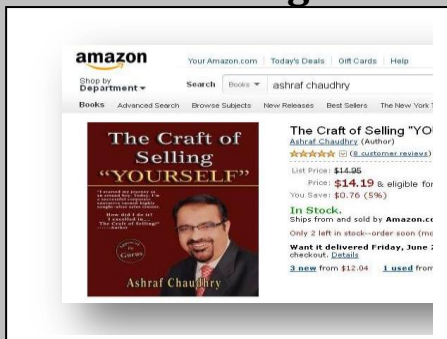
- Heads of Retail & Institutional Sale
- Business Unit Heads
- Area Managers/Branch Managers
- Relationship Managers/Sales Executives
- In-house Sales Trainers

From Banks, Asset Management Companies, Insurance and Stock Brokerage Firms.

## Course Fee:

Rs. 16, 000 per person. On 4 nominations from the same organization, 5<sup>th</sup> participant to attend free of charge [4+1 Offer]. Course fee includes course manual, original PowerPoint presentation, networking lunch, certificate, album and soft copy of The Craft of Selling “YOURSELF”.

## Master Sales Agitator



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 IBA Karachi and has worked for around 15 years for companies like Chevron, Tapal Tea, Marriott/Pearl Continental Chains and Worldcall Group. He is an accomplished business executive, highly sought-after sales trainer and motivational speaker. 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.

His vision is simple: to raise incorrigibly optimist sales 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 their up-coming sales novel *The 10 Commandments of Selling: Story of Danial*, to be launched world-wide by June 2013. To download profile of Ashraf Chaudhry, please click [here](#).

## How to Book Your Seats?

Please call Ms. Hina Roudani at 0321-3750 706 or email at [hina@ashrafchaudhry.com](mailto:hina@ashrafchaudhry.com)  
This course is also available for in-house with customization.

## Ashraf Chaudhry Associates

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A Rising Phoenix