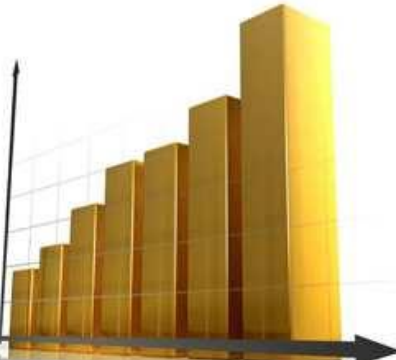


PSTC

Professional
Sales
Training
Consultants



BROCHURE



Professional Sales
Training
Consultants

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PSTC

 Professional Sales
Training Consultants

We Sharpen Sales Force
To Add Value To Your Business

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INTRODUCTION

Welcome to Professional Sales Training Consultant

How to Find the Right Professional Sales Training for Your Company

One of the challenges faced by the growing companies is to have a professionally developed sales organization to achieve the organization bottom line. The purpose can be served by bringing in a professional sales training company to help out which would be a worthwhile if we go for a right choice.

Usually Sales organizations recruit sales persons and after a few days so called orientation of products or services, armed with marketing collateral they are supposed to carry out their responsibilities as productive sales professionals. If you are doing the same practice, your future sales are definitely at stake. In the present challenging business environment, you need to create a differentiation in all respects and your sales people are one of the most obvious visible differentiators. They are required to add value to your prospective customers in every client interaction. If they don't, your company doesn't get a second shot at their business.

Professional Sales Training Consultants is a sales training organization to help people improve their sales and customer service skills so that your business grows and your employees feel good about the contribution they're making. Our sales training programs develop and build an organizational capability for selling teams to add value and creating differentiations in your presentations during sales interactions.

The PSTC provides customers and corporate sales training, coaching and consulting to sales, service and call Consultants organizations. We arm sales organizations with unique selling system that spark and sustain peak sales and sales management performance.

Professional selling skills training has been the prime focus of PSTC business since its inception in the year 2010. We offer sales training across a broad spectrum of selling skills and techniques to strengthen revenues and profits-from introductory sessions for new starters to advanced courses for senior sales professionals. Our specialist training consultants are drawn from a variety of background and industries and all have had highly successful careers in sales. PSTC offers programs in the category of B2B and B2C at open house and in company training sessions. We also deliver bespoke sales training relevant to your needs.

*Maximize Your Potential
With Professional Sales
Skills-Learn the Secrets*



VISION & MISSION



Our Mission

Poised and determined to provide professional sales training and coaching to sales professionals and new entrants in the field of sales management. We focus on creating professional sales management Environment in business and sales organizations to strengthen their bottom line.

Our Vision

Our vision is to become a leading company in the field of practical Sales Training, Coaching and Business Consulting in Pakistan.





OUR PURPOSE

We are not an academy or institution to award degrees or to offer formal education services at college and university level. We are simply trainers. We have focused ourselves with a limited objective to train, groom, develop and sharpen sales persons responsible for your bottom line. Our prime purpose is enabling sales force to acquire a position of a true sales professional. We simply uncover their real potential, develop capabilities, enhance competencies and sharpen their sales skills to add more value to your business and to strengthen your profitability.

We also understand the need of developing selling skills and to groom all those new entrants in the field of Sales management who wish to acquire responsible positions in this field in the coming days of their professional life. The Professional Sales Training Consultants (**PSTC**) is the ONLY organization in Pakistan fully dedicated to accelerating business results for sales professionals and new entrants in the field of sales by improving sales performance through sales training.

PSTC GOALS INCLUDE:

- To develop and enhance the competencies of sales persons.
- To be a resource for sales technologies.
- To facilitate the exchange of ideas and experiences.
- To reach out to those interested in the field of sales training.

Objectives - Sales Training Program





What We Do?

Professional Sales Training Consultants (PSTC) helps companies increase sales and maximize profits by providing customized consulting, training and coaching services. Founded by the most experienced sales professionals of national, multinational and other corporate organizations. Our team of highly skilled and experienced trainers and consultants have all had distinguished sales careers and bring with them a wealth of practical experience to each course.

PSTC specialize in providing:

- In-house, tailor made sales training courses (1-5 days duration)
- Open sales courses (Delivered throughout Pakistan at various locations)
- Sales coaching & consulting (Face to face or over the telephone)

We provide a wide range of sales training courses and programs that will enable your new and experienced sales people to maximize their potential by gaining or refining their skills, behaviors and knowledge.

At **PSTC** Training we will design and deliver a solution that suits your specific needs addressing the issues and requirements from your training brief that best fits your culture, learning style and ways of working.

Our programs are delivered when and where you need them! We believe that training should be fun, highly interactive and provide "real world" practical techniques and methods that you can use back in the office – and that's exactly what we provide.

Our job is to make sure managers, sales team members, and service professionals have the knowledge, skills, and tools to exceed their sales goals and build lasting, profitable relationships with clients. We have transformed sales training into sales empowerment by providing the most effective training in the mode that most closely meets the needs of each client organization, sales team, and individual salesperson. We recruit and retain top professionals committed to helping us execute our mission.

Contact:

Professional Sales Training Consultants

941, M3a, Street 32, Lake City Lahore

Phone: 92 3008254418

Email: info@pstcpak.com

URL: www.pstcpak.com

OR

Muzaffar Nazish, Director Programs

muzaffar@pstcpak.com





Our Services

Professional Sales Training Consultants

The Professional Sales Training Consultants (**PSTC**) is fully dedicated to accelerating business results for sales professionals and new entrants in the field of sales by improving sales and marketing performance through training.



PSTC Professional Sales Training Consultants

We Sharpen Salesforce to Add Value to Your Business



Muzaffar Nazish
Key note Speaker, Trainer & Consultant

PSTC invites corporations and their training managers within the organization and practitioners, consultants, suppliers, and academic institutions to join PSTC to develop professional sales skills in their sales staff.

PSTC Training provides "On Site" Sales Training for Inside & Outside Sales Reps, Managers, Executives and Owners. Our programs are fresh, powerful, and innovative. We continually work on our training materials so you get up-to-date information that can have a positive impact on your company. Business owners trust PSTC Training to improve their profits, isn't it time you took a look at the benefits a professional and experienced sales training team can have on your bottom line?

Our proprietary methodologies are all built around one single goal: **Profitable growth for your business.**



Whether you are an individual seeking to improve your sales skills or gain selling skills, or a business that has identified a need to impact your business with the aid of sales training, we offer our services to sharpen your sales force to add value to your business. Please log on to www.pstc.org.pk for further detail.



Our Training Programs

Helping sales professionals target their sales!

Professional Sales Training Consultants brings real-life, practical sales experience into the training room. Our team of highly skilled professionals delivers pragmatic, provocative and entertaining workshops that enable participants to become more confident and competent sales professionals. Our high-quality state-of-the-art programs are targeted to developing sales skills, enhancing performance, and providing on-going reinforcement to individuals and their companies.

In-House Courses

In-house courses are designed to motivate and boost the results of sales teams and are tailor made to meet your specific requirements. [In-house sales courses](#) are run for teams of sales people either on their premises, or at a suitable training venue of the company's choice. PSTC specializes in running in-house courses covering a wide range of sales related topics.

Open-House Training Courses

Open or Public Courses are designed to provide companies and individuals looking to train new hires, upgrade the skills of a small numbers of reps at short notice or in small groups without having to bring the training in-house. What this means to you is that your sales people will receive our top sales training programs, on a cost effective and in a timely format. There is a wide range of options in open sales courses available and you can select the most appropriate course as per your need. The courses are organized at different locations across the country.

Sales Training

At PSTC we offer one of the most comprehensive and effective sales training systems available. Our sales training team is constantly functioning to incorporate market trends and new developments to help sales people all over Pakistan to become most efficient and well groomed in their field. If you are looking for a firm that can help your sales team to do better, then we are confident that we can meet all your requirements.

Sales Training Courses

Our sales training courses include the very latest methods, techniques and approaches which help you sell in a most effective way keeping in mind the psyche of modern day buyer. Our sales training courses are designed to educate as well as demonstrate the various ways of selling. If you are looking to take your game onto the next level then one of our sales training courses is a must. Click here to see the detail list of courses and program contents

**We Sharpen Sales Force
To Add Value To Your Business**



Our Training Courses

PSTC is a training Organization to help people with or without previous sales experience noticeably improve their sales and customer service skills so that your business grows and your employees feel good about the contribution they're making.

PSTC train your employees all of the skills they need to communicate effectively, sell, and manage accounts. Skills such as building rapport, using positive language, and identifying customer needs are taught in a lively and interactive way.

PSTC provides participants with the essential techniques and skills to become a service orientated sales person - to understand the sales process and how to overcome objections so that more sales are closed.

B2C Sales Training

Selling to consumers is a real challenge in a very active world of consumers in a rapidly changing business situation. Business-to-Consumer refers to quick sales between a business (and its agents) and individual consumers in simpler interactions. This includes retail selling, in-home selling, showroom selling, Insurance selling, Pharma Selling, Financial Sales, and any other type of selling that is done to the consumer.

B2B Sales Training

Sales training for B2B is inherently different than B2C sales training. Selling to a business requires a stronger, in depth approach and an understanding of business operations as well as product performance. PSTC sales training can accelerate B2B sales growth by training your sales team to become more result oriented.

The following Sales training courses are offered in different categories

1. Understanding Sales-A generic basic sales training program

This is a very special training session for all those who wish to join sales career but have no sales background/ experience or formal business education. All beginners having completed their B.A, B.com. BBA or MBA can join this program to get an orientation of selling concepts and skills. They would also be prepared for the sales job interview and would be ready to take charge of the sales job.

2. Let's sell More-Basic Selling Skills

This very popular course is designed for the business-to-business salesperson with some experience, who might not have had formal training, or who feels in need of a refresher course. It will also be of benefit to someone about to move into sales, someone who has just been appointed to a sales position, or anyone thinking of sales as a career.

3. Professional Selling- Selling skills for Sales professionals

Experienced sales professionals interested in further increasing their sales skill levels.

4. Managing Sales- Advance selling skills for effective sales results

This practical course will allow newly appointed and experienced sales managers the opportunity to develop their skills and manage their sales teams more effectively.



5. FMCG Selling- For Front Line FMCG Sales Executives Interested in Top Line Performance

This intensive course is ideal for front line sales executives who sell directly to the retail market. It will offer a new perspective for experienced sales staff and provide the necessary tools for them to thrive in the competitive retail environment. It is also suitable for sales executives who have recently moved into FMCG selling. They will learn both new and old techniques to enhance their performance.

6. Sales Awareness for non-sales persons- awareness of the contribution they can make

In today's competitive markets everyone in the organization dealing with customers needs to be aware of the contribution they can make to the top line.

Customers are often more willing to speak freely to a **non-sales** person, for example,

an engineer, a customer service representative, a technician or even someone in accounts than to a sales person.

How this information is used can be vital to an organization's success. This one day program is **not** designed to turn everyone into a sales person but to make **non sales** staff aware of the sales process and how they can contribute to it.

7. Looking for an Ongoing Sales Training Program?

A Comprehensive **Sales Training Program** is an ongoing, modular based event that lasts for several weeks or months rather than a one off training course. Depending on the nature of your products or services, every single **sales training program** we develop is custom built and is designed to help organizations become the best they can be.

Duration of Sales Training Programs

Most of our training programs are delivered over four (4) half day sessions in a week, or two by two (2 x 2) full day sessions. Advance training programs have a duration of five days or more. Class sizes are limited to small groups of 12-25 participants to maximize the learning experience and encourage equal participation by everyone attending the sales training program.

Curriculum

Our full sales training program addresses a variety of topics including – Selling skills, prospecting & cold calling skills, communication & listening skills, presentation skills, negotiation skills, Objection handling skills, closing skills, and general time management & problem-solving skills. We also offer training courses on customer care/ service.

Together, we will take your business to the next level. Let's start a dialogue about how you can be our next success story. Thank you for your interest in PSTC. We are delighted to answer any questions you may have. For further information and inquiries please contact:

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Sales Training Works!

Trained and motivated salespeople sell more and achieve better results. Investing in training, like any other investment, pays dividends. If you decide to put together a sales training program it is important to get it right. It is also important that you feel confident with your sales training provider.

The process of putting together a sales training program works like this:

TELEPHONE CONTACT

Once you have contacted us one of our experienced consultants will telephone you to discuss your initial needs.

FIRST MEETING

The next stage is to have a meeting. One of our training consultants will visit you and your staff at your place of work and will further investigate and evaluate the training needs of your company with a view to compiling tailor-made solutions to your needs. We can provide you with a specific proposal and costing for your training event or project.

FAMILIARISATION AND PREPARATION

Once you have decided to proceed, we begin the process of preparing the course materials. Most companies ask us to spend time getting to know their people, systems and methods before the actual training takes place. This enables us to prepare role-plays and case studies that reflect the issues faced by your sales people and accurately reflect, during the training, the challenges faced by your sales team.

Course duration will vary depending on the needs of the clients and course objectives.

PRE-COURSE BRIEFING

Prior to the training taking place management and staff can be briefed on the purpose of the training, their role in the process and course objectives and contents.

Contact Professional Sales Training Consultants today to discuss your unique and specific needs. We can design and propose a custom solution---
Just for your company





This can be a tailored, custom-made course based on your business needs or an existing, tried and tested package already offered by the PSTC.

TRAINING REPORTS

In order to evaluate your individual delegates whilst they were on the course training reports can be produced. These can be used after the course for ongoing skills development.

FOLLOW-UP DAYS AND EVALUATION

As well as training reports whilst the delegates attend the course, we can also provide ongoing evaluation during a follow up day to review the progress of your staff, post-training.

COACHING

As well as providing excellent sales training all of our consultants are trained, experienced coaches and can provide an in-depth coaching service using tried, tested and successful techniques.

Whatever your needs, we feel that our unique experience can be of benefit to you and your business. We hope you find the information contained in this prospectus of interest and if you would like to talk to us in more detail, would welcome an initial exploratory meeting to see if our service could benefit you.

You can be confident, that our range of sales related training programs products and services, will contribute to improving the effectiveness of your business.

To arrange a meeting call us on 92 21 34632234, or e-mail us at

info@pstcpak.com OR

Visit our website: www.pstcpak.com



PSTC Can provide consultancy services in the following areas:

Sales Consulting Services

- Create a sales system to grow your business
- Refine your sales system to unleash your potential for growth
- Refine your sales force compensation plan
- Enable your sales managers to lead their sales people to higher levels of performance
- Regular sales training on selling knowledge and skills that enhance the productivity of your sales force

1. Create a sales system to grow your business.

We can design a sales system for you from scratch. That means that we can design and help you implement a powerful way to identify prospects, engage them in conversation, acquire new customers, and expand the business with current customers – or do any part of that for you.

Why reinvent the wheel and learn by trail and error? Our expertise could be one of your best investments.

2. Refine your sales system to unleash your potential for growth.

Not everyone has the opportunity to create a sales system from the beginning. Most companies have systems in place, although they may not recognize them as such. The challenge is to refine those aspects of the sales system to bring them in line with the challenges of your market. That often means refining sales compensation plans, reformatting sales management practices, fine-tuning the procedures and forms that the sales people use, redefining the roles of inside and outside sales people, to name a few of the most common issues. This is all work that our sales consultants are equipped to do for you.

3. Refine your sales force compensation plan.

This is our most common sales consulting project. We've developed processes, tools and databases to easily and smoothly take your firm from the point at which you are contemplating a new plan, to the point at which you have the plan in place.

4. Enable your sales managers to lead their teams to higher levels of performance.

This is often the missing link in an effective sales system. The sales managers are the sergeants of the system, effectively motivating their teams to greater levels of performance, while filtering back to management the observations and insights of the salespeople.

The ugly truth is that most sales managers have never been trained in how to do their jobs effectively and have no real idea of what it means to be effective. We can change that.



5. Regular sales training on selling knowledge and selling skills that enhance the productivity of your sales force.

Almost every sales force can become more productive, and almost every sales person can produce greater results. We've built our sales consulting business on this premise.

Then, quit trying to do it yourself, and call in an expert sales consultant. It costs far more in lost sales and wasted time to try to figure it out by trial and error, than it does to invest in experts.

Sales Management Consulting

Optimizing sales effectiveness takes constant vigilance. In today's super-charged competitive environment, customers expect a sales person to function as a business partner, rather than a product or service seller.

As a result, tailored strategies and tactics which can accelerate profitable revenue growth are mission critical. Can be helpful in developing sales effectiveness solutions which are a competitive differentiator.



Muzaffar Nazish– A Profile

Mr. Muzaffar Ali Khan, known as Muzaffar Nazish has been one of the prime executives of few of the multinationals and local corporate sector of Pakistan, commenced his career in the year 1977 in its sales department and acquired significant management positions during the tenure.

Due to his inherent innovative qualities and decisive nature, he passed through the experience cycle in several responsible positions during the last more than two decades. His strong career path shows his sharp strategic management skills, aggressive approach towards his work and strong negotiation power to achieve remarkable positions in the field of Marketing and Sales.

Possessing excellent background in entire marketing cycle; value exploration, value creation and value delivery whereby he has helped to create, maintain and renew customer value. He has ensured incorporation and deployment of these values into the marketing strategies of Consumer Durables.

In the year 1992 he became the National Sales Manager of Consumer Electronics Division, Philips Pakistan. His application of new unique ideas and his dedicated training and coaching of sales team members has helped achieve groundbreaking sales figures nationwide.

Muzaffar Nazish has a proven track record of building business through crafting a strong Performance Culture, Organization Capability Development & providing strong Leadership to the team. During the tenure he has also worked on a regional assignment in Saudi Arabia to develop, organize and establish effective sales and distribution strategies for Philips products in the Kingdom. He was posted to the Kingdom of Saudi Arabia in the Year 1996.

He also has his valuable contributions while serving as General Manager Marketing in one of the Atlas Group Company; Alwin Engineering Industries and marketing Head of Stork prints Pakistan another Dutch multinational operating in Pakistan. In the capacity of Country Head, Muzaffar has also served Innovative Pvt. Ltd, a partner of world-renowned power protection solution company APC.

As a working business executive, he has extensively traveled within the country and abroad across three continents of Asia, Western Europe and North America for business purposes.

Mr. Muzaffar Nazish has been enriched with numerous training programs, workshops relating to Business Management, Strategic Planning, General Management and Business Communication.

Muzaffar Nazish is a highly experienced sales professional with more than 3 decades commercial sales experience with the leading multinationals and corporate sector of Pakistan. It is this wealth of experience that Muzaffar is able to share with his clients today. Muzaffar's enthusiasm for sales is reflected in his effortless ability to translate his knowledge into thought provoking and motivating workshops to sales people. He has been involved in training & sharing his expertise & experience to the professionals who are involved in sales and marketing management during the last decade.

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