

Selling Competencies

Aug 08 – 09, 2024

Venue: PIM, Islamabad.

Rs. 31,000/=

Course Description

Sales jobs vary from cold-calling telemarketers to consultative sales professionals who can spend years developing a lead into a sale; the products they sell range in cost from less than a hundred rupees to millions. Today's business world, which is characterized by cut throat competition, even a small edge can make a difference between success and extinction. An internationally acclaimed research has identified a set of key characteristics that can apply to any kind of selling.

LEARNING OUTCOMES

- Introduce the Selling Competency Model to participants.
- Help participants identify their own selling competencies level.
- Suggests ways and means to improve / strengthen competencies.
- Help develop approaches / strategies for use of the Competency Model to improve organizational performance.

WHO MUST ATTEND?

This course is designed for all professionals who are involved in any type of selling job and who want to improve their own competencies and their organization's capabilities through the use of the Competency Approach.

COURSE CONTENTS:

- Basics of Selling and selling Environment
- Selling Cycle
- Selling competence model
- Self-assessment
- Competence development plan

FOR DETAILS AND REGISTRATION

PIM, Islamabad: Plot No. 12-K, Sitara Market, Sector G-7 Markaz, Islamabad

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