

# Direct Sales Strategy

Oct 28 – 29, 2024

Venue: PIM, Islamabad.

Rs. 31,000/=

## Course Description

Revenue is the primary measure of your company's success. Your revenue is directly related to your sales. That makes your sales team the lifeline of your business. If you want to drive results for your reps, team, and company – sales training is the most important investment you'll make.

The sales training is a broad and complex topic. This designed sales training resource will equip your force on

## COURSE CONTENTS:

- **Module 1**
  1. Sales training types, programs, strategies, and more.
    - a. Sales types and its need
  2. Defining Your Sales Process
    - a. 7 stage selling process
  3. Sales and Distribution of the product.
    - a. Physical Distribution
    - b. Functions of distribution channel
    - c. Components of Distribution process
    - d. Distribution Strategy
  4. Selling Process
- **Module 2**
  5. Customer Handling
  6. What Unhappy Customers want
    - a. Five area of focus
    - b. New approach to complaint resolution
    - c. Understanding the specific needs of the customer
  7. Cross selling and Upselling
    - a. Importance of upselling and cross-selling
    - b. How to cross-sell and upsell
  8. Strategic Sales relations

This sales training for is designed to make face to face selling easy, fun, and repeatable. This module includes.

Direct sales training videos

Focus Group Discussion

## **FOR DETAILS AND REGISTRATION**

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

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