



**SALES INSTITUTE OF PAKISTAN**  
Training ■ Recruitment ■ Consultancy

# RELATIONSHIP SELLING

## Karachi & Lahore

Karachi: July 29, 2022  
Lahore: August 05, 2022

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## RELATIONSHIP SELLING

Corporate sales is all about relationships. It is much easier to sell high ticket products if you have long standing trustful relationship with the prospect. One has to master the art of relationship selling to maximize the available opportunity.

**Relationship Selling** training takes you to the journey of learning the skills of relationship selling through a process. You learn to build, track and succeed in relationship selling through a systemic and proven methodology that is sure to get the desired results. You learn what are the key requirements, lessons and strategies to build long term relationships with your prospects and clients. You also learn how to implement relationship selling guideline taught in this course throughout the sales organization for corporate productivity.

### Format

One day classroom training including instructions, examples, and case studies.

### Training Methodology

To enhance learning, the trainer uses 40/60 rule of containing instructions to only 40% time while 60% duration of the training is used for practical exercises and case solving.

Programme Date: Karachi, July 29, 2022  
Lahore, August 05, 2022  
Programme Fee: PKR 18,500 (exclusive of taxes)  
Discount: 10% till July 15 for Karachi & July 22 for Lahore (on full payment only)  
Venue: Karachi Marriott Hotel  
PC Hotel Lahore

### WHO SHOULD ATTEND

All salespersons who believe relationships are vital for their professional life.

*"This has truly been a great learning experience. I have a huge list of takeaways that I need to implement in our sales process."*

Momina Mahmood  
Head of Sales  
Procheck

*"He is very much experienced and having deep knowledge of sales."*

Insaf Ahmed  
Head of Sales & Marketing  
Toyo Packaging Pvt Ltd

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## WHAT WILL YOU LEARN?

- Learn the way to build, track and succeed in relationship selling through relationship pyramid
  - Learn the benefits in personal and professional life of relationship selling
  - Learn how to start a meaningful dialogue to create trust for relationship selling
  - Learn what skills you need to build a base for relationship selling
  - Learn three MUST-DO steps to build a positive relationship
  - Learn what is required to build strong relationship with prospective and existing clients
  - Learn how to be alert for opportunities to sell while maintaining relationships
  - Learn what you should expect to give away to build relationships that convert into sales
  - Learn what to do strategically to build and maintain relationships
  - Learn what kind of questions to ask to build a relationship while keeping the customer comfortable
  - How to learn what someone really treasures
  - Learn how to stimulate real thinking
  - Learn how to maintain respect
  - Learn how to use small world phenomenon strategically
  - Learn to show how you genuinely care about other people
  - Learn how to use business gifts strategically
  - Learn how to map your relationships
  - Learn pyramid hopping
  - Learn how to set realistic goals for building relationship with key people
  - Learn how to build relationships routinely, consciously and deliberately
  - Learn how to keep contact when you don't need help
  - Learn how to implement strategic relationship selling methodology throughout the sales organization to maximize corporate wise productivity
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### ***About the Trainer:***

#### **KAMRAN SAEED**

***Sales Practitioner, Trainer and Consultant; President, Sales Institute of Pakistan***

Kamran Saeed has been practicing sales since 1991. He has mostly been involved in business to business and technical sales locally and internationally. Early in his career he was engaged in customer services and sales of telecom, power and software solutions to businesses. Later he was associated with the largest corporate event management company of Pakistan where he marketed and managed exhibitions and conferences in diversified fields such as Defense, IT, Agriculture, Food and engineering, Kamran Saeed also experienced short stints of sales in a quarterly publication and in a frozen food company. Additionally, Kamran Saeed is well versed in marketing, customer services and management.

Apart from practicing sales, Kamran Saeed has been keen in sharing his learnings and has provided training to thousands of sales professionals. He has imparted sales related education in prestigious institutes such as IBA. He is also President, Solutions Inc, an event management company.

Kamran Saeed is a Master of Business Administration (MBA) from IBA, Karachi and Bachelors in Engineering (Electrical) from NED University. He has completed several trainings in the UK including 'Train the Trainer; and 'Essential Selling Skills'.

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## TERMS AND CONDITIONS

### ADMISSION PROCESS

Applications will be screened with regard to their suitability for the programme. Kindly ensure the submission of your online application by the deadline (July 26, 2022 for Karachi & August 02, 2022 for Lahore). Our online application form is available at <https://forms.gle/ar176kTh2aFZMYeh8>

Participant(s) will get the registration confirmation email to attend the program upon confirmation of payment.

*\*Seat in the programme will be reserved on a first-come, first-served basis.*

### PROGRAMME FEE

The fee includes tuition cost, reading material, tea and lunch served during the programme; and certificate.

### PAYMENT

Payment is due upon receipt of the acceptance on email/call along with the invoice. Please ensure that the payment is made ON or BEFORE July 26, 2022 for Karachi and August 02, 2022 for Lahore. Space in the programme may only be ensured after we receive the fee. Payment can be made directly through:

- Depositing cheque/online transfer in favor of the following bank account and send us the clear picture of the receipt at [events@solutions-inc.info](mailto:events@solutions-inc.info)  
SALES INSTITUTE OF PAKISTAN  
Account No: (0213) 264077538  
Branch: UBL Ameen Shahrah-e-Faisal Branch  
IBAN No: PK77UNIL0109000264077538
- Or Dispatch the cheque directly to our office at the following address:  
Sales Institute of Pakistan  
Flat No. D-6, 2nd Floor, Safari Boulevard Phase 1, Block 15, Gulistan e Johar, Karachi – Pakistan  
+92 21 34619990 / 91 (2 lines)

*\*Please note that as per our procedure we will send you Proforma Invoice first and Sales Tax Invoice will be sent to you on the receipt of the 100% payment.*

### DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

### SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, course fee will be refunded after deducting an application processing fee and tax of PKR 2500.

It is possible to transfer deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

**Note:** *SIP may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, institute will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.*

*In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternate to refund. The institute reserves the right to make changes in its programme policies and fees at any time.*