

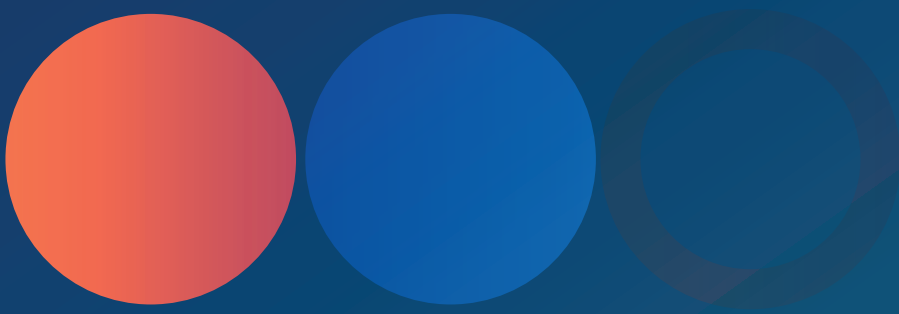


THE MEGA WORKSHOPS **MAXIMIZING REVENUE THROUGH MODERN SALES STRATEGIES**

USING COACHING SKILLS
AS A POWERFUL TOOL

10 - 11 January 2023 & 13 - 14 March 2023

The Grove Resort
Kingdom of Bahrain





ABOUT THE EVENT

عن الفعالية

How do we sustainably grow our businesses?

Globally, businesses are facing more challenges day after another and to move forward, modern sales strategies and techniques must be adapted and applied.

At this event, different sales techniques will be discussed and put into action with hands-on experience.

Coaching will be used and exercised as a powerful tool to enhance sales and marketing as a modern way of sustaining growth in sales and profitability and creating a memorable and enhanced customer experience (CX).

كيف ننمي ونُطور أعمالنا بشكل مستدام؟

تواجه الشركات في مختلف دول العالم الكثير من التحديات يوميًا بعد يوم، وللمضي قدمًا، يجب أن تضع المؤسسات استراتيجيات وتقنيات حديثة للمبيعات مواكبة لهذه المتغيرات يتم تكييفها بحسب معطيات أسواق الأعمال وتطبيقها لضمان الاستمرارية والنجاح.

في هذه الفعالية الهامة التي ستضم ورش كُبرى تطبيقية، سيتم مناقشة تقنيات البيع المختلفة وطرحها في العمل مع الخبرة العملية.

سيتم أيضًا استخدام الكوتشينج وممارسته كأداة قوية لتحسين الأداء لدى موظفي المبيعات والتسويق كطريقة حديثة للحفاظ على نمو المبيعات وتحقيق الربحية وخلق تجربة عميل فريدة من نوعها لا تُنسى والتي من شأنها أن تزيد من ولاء العملاء للمؤسسة المقدمة للمنتج أو الخدمات المختلفة.

THE KEY PILLARS TO MAXIMIZE SALES



SALES

The unique and important role of sales is to bridge the gap between the existing and potential customer's needs and the products/services that the organization offers that can fulfill their needs.

On the other hand, salespeople interact directly with the existing and potential customer, as they have the advantage of being able to glean personal knowledge that will aid them in delivering their sales pitch and tailoring their offerings to their audience.



CUSTOMER EXPERIENCE

Sales play a key role in the building of customer loyalty and retention between customer and business.

CX is the solution to guarantee a high customer loyalty and retention by going steps further in order to solve the customer's problem.



COACHING

Coaching is a process of learning wherein an individual takes guidance and support from an experienced person (called a coach) and seeks to maximize their potential. Coaching can be applied in various fields and specializations, such as sales.

Sales coaching is the process of evaluating and mentoring a salesperson one-on-one to improve sales performance and drive consistent sales success.



KEY LEARNING OUTCOMES:

المخرجات التدريبية:

- Increase the effectiveness of sales leadership, management, and Process
- Build a culture of sales achievement at the organization
- Explore the strategies for speeding up your sales cycle
- Learn the modern and successfully applied techniques of sales
- Understand how to bring sales and service teams to the highest levels of excellence
- Identify how to Prioritize CX when planning, designing, and delivering services
- Understand how to adapt a growing and profitable CX strategy
- Comprehend the concept of coaching in enhancing performance.
- Explore how coaching techniques can be applied to improve sales performance.
- Practice global coaching strategies in different work cultures

- زيادة فاعلية قيادة وإدارة المبيعات وعملياتها
- بناء ثقافة التركيز على الإنجاز في المبيعات في المؤسسة
- استكشاف استراتيجيات تسريع دورة المبيعات
- تعلم تقنيات البيع الحديثة والمطبقة بنجاح
- فهم كيفية الارتقاء بفرق المبيعات وخدمة العملاء إلى أعلى مستويات التميز
- تحديد كيفية ترتيب أولويات تجربة العملاء عند تخطيط الخدمات وتصميمها وتقديمها
- فهم كيفية خلق استراتيجية تجربة عملاء متنامية ومربحة
- التعرف على مفهوم الكوتشينغ وأثره في تحسين الأداء
- اكتشاف كيفية تطبيق تقنيات الكوتشينغ لتحسين أداء المبيعات
- تطبيق استراتيجيات الكوتشينغ العالمية في ثقافات العمل المختلفة

TARGETED AUDIENCE:

الفئة المستهدفة:



موظفو الموارد البشرية
والتسويق والعلاقات العامة
HR, Marketing, and Public
Relations Employees



مدراء ومشرفو وحدات خدمة
العملاء
Customer Service
Managers & Supervisors



موظفو الخطوط الأمامية
Frontline Employees



موظفو الوزارات الخدمية
Service Ministries'
Employees



أخصائيو وفرق المبيعات
Customer Service
Specialists & Team
Leaders



مدراء الفروع المصرفية
Banks Branch Managers

كل موظف ممن له
تعامل مع مختلف العملاء
والمراجعين داخل وخارج
المؤسسة

Employee dealing with
various clients and
customers inside and
outside the organization



موظفو مراكز الاتصال
Call Centers Operators



وكلاء ومندوبو المبيعات
Sales Agents



Program:

Day One

08:00 am–09:00 am

Registration & Networking

09:00 am–10:00 am

Opening

Session one:

CREATING A TOP-SELLING SALES CULTURE

by: Mr. Sol Bou-Nacklie

- What to say and not to say in a one-on-one meeting
- Coaching in Business Etiquette
- How to think outside the box, and take the sales negotiations
- The most successful negotiations and agreements
- Different sales approaches

10:00 am–12:30 pm

Interactive workshop 1 :

MASTERING SALES TO DRIVE SUCCESSFUL RESULTS

by: Mr. Salman Abdulla

- The professional selling skill set
- Listen and know your FAB
- The professional selling mindset
- Sales Tactics
- Handling objections and closing the sale

12:30 am–13:00 pm

Prayer time / Tea & coffee break / Networking

13:00 pm–15:30 pm

Interactive workshop 2 :

CULTIVATING SALES AND CX SKILLS THROUGH COACHING

by: Ms. Abeer Al Matooq

- Coaching culture for a better CX readiness
- Why Sales and marketing coaching is more effective than training
- New age customers and the need for new CX, new sales and marketing techniques

15:30 pm

Lunch Time - End of Day One



Program:

Day TWO

08:00 am–09:00 am

Registration & Networking

09:00 am–11:30 am

Interactive workshop 3 :

CX AS MODERN WAY OF MARKETING & SALES

by: Mr. Raed Abdulla

- Introduction to CX
- CX as Marketing & Sales Tools
- 7 Emotional Drivers for Customers

11:30 am – 12:00 pm

Prayer time / Tea & coffee break / Networking

12:00 pm–14:30 pm

Interactive workshop 4 :

MAXIMIZING PERFORMANCE THROUGH COACHING

by: Mr. Fuad Abdulla, Dr. Riyaz Jivanjee

- Unlocking Personal Potential: Maximized Strengths for Sales & Marketing
- Success Stories from the Industry
- Defining Optimal Performance & Energy
- Effective Management & Influencing through Performance Coaching

The workshop will include interactive exercises and small Groups discussions

14:30 pm–15:30 pm

PANEL DISCUSSION

by: All speakers

BEST SALESPERSON AWARDS

Participating companies shall nominate their best salesperson following their criteria. The awardees will be rewarded for their significant contribution to the success of their organization on the stage.

15:30 pm

Lunch Time - End of the Event

SUMMARY PROFILE OF FACILITATORS



Dr. Riyaz Jivanjee

Talent, Performance, Leadership - Web3Leadership
United kingdom

Dr. Riyaz is a Former strategy consultant specializing in market entry strategies for Financial services across UK and Europe. He is a Stakeholder Centered Leadership Coach, a Master Strengths Strategy Coach, Soft Bank Venture Capital Startup, Silicon Valley, and International Development Deal Consultant JLR

He is proficient in designing and leading a prime transformation program in the ICT sector (as defined by Mckinsey and Co.) and aligning business strategy with effective sales and marketing via strengths-based culture development. Dr. Riaz is a High-Performance Leadership Culture Development Expert & Program Manager and the ICF International Award Finalist 2019.

He holds an MBA in Leadership, Strategy, and Development from Cornell University - USA, and an International Finance from Oxford Brookes.



Mr. Fouad J. Abdulla

Strengths Strategy, Business Dev.& Leadership Coach, Horizon Telecom Services
Kingdom of Bahrain

International Management Consultant specialized in Leadership Development and Organizational Effectiveness and a former president of ICF Bahrain chapter Strengths-Based Coaching, Cultural Orientation, and Psychometrics for performance enhancement. Diversified experience including both Public and Private sectors, with expertise in the Telecommunications, ICT, and Education sectors & the Learning profession. Fuad was the Key Project Manager for the government of Bahrain Telecoms. & ICT Transformation, and also Managed a number of projects across the Middle East & Africa.

A former President of the International Coaching Federation, and certified ICF PCC Coach & Mentor, with a prime track record as a Leadership Coach on a Business Cultural Change project with Mckinsey & Co. in Saudi Arabia.



Ms. Abeer Al Matooq

Certified Coach and HR Talent Acquisition Expert
Kingdom of Bahrain

A focused and ambitious Business, Executive and Life Coach, HR consultant, Author, and entrepreneur, her mission is to help people and organizations perform at their best, by connecting to their core values and purpose and keeping that connection alive.

She has developed a number of concise and effective solutions to assist in creating and maintaining a productive culture made of effective leaders and engaged employees.

Abeer holds a Bachelor's Degree in English Literature and Psychology, coupled with a Masters in Human Resources Management, which provided her with opportunities to work in domains that are highly interactive and rich in human relational challenges on many different levels. This fueled her passion to pursue this domain further.

SUMMARY PROFILE OF FACILITATORS



Mr. Sol Bou-Nacklie

International Expert in Customer Services, Marketing and Sales
United Kingdom

Sol holds an MBA from Texas Christian University – United States, with massive years of experience over 37 years at different fields such as Management, Customer Service, Marketing and Sales, and in building a successful business in various markets.

He is a business management consultant as well as an academic lecturer at many distinguished universities such as the American University of Beirut, the Lebanese Canadian University, and Webster University in Geneva. He is also working with companies in the Middle East, Europe, and Asia.



Mr. Raed Abdulla

Customer Experience Consultant & Trainer
Kingdom of Bahrain

Over 20 years of professional experience in various industries and roles. Raed held managerial and leadership positions in reputable organizations such as Tamkeen, Khaleeji Commercial Bank, and the Central Bank of Bahrain. Raed is certified CSIA CX Specialist, ASQ Six Sigma, and ILM Coach (Level 5). Raed holds MBA from Strathclyde Business School and B.Sc. in Accounting from University of Bahrain.



Mr. Salman Abdulla

Founder, Managing Director of SeekPeak Consulting - Professional & Certified Trainer
Kingdom of Bahrain

Salman Abdulla is the founder and managing director of SeekPeak Consulting. He's a well-experienced trainer and consultant with 14 years of experience in learning and development, business consulting and project management in Bahrain & GCC. He delivered hundreds of training programs to different organizations in sales & marketing, leadership, human resources, and strategic planning.

Salman is an internationally certified trainer from ISM UK, CIPD UK, AHLA-EI USA. In addition to that, he holds an MBA in Business Management and B.Sc in Economics & Finance.

من مؤتمراتنا السابقة



Venue: The Grove Resort

BD. 210
Per Delegate

Fees Inclusive of:

- Pass to all sessions.
- Full Materials.
- Lunch & Coffee Breaks.
- Attendance Certificate.

في حالة الإلغاء: لا يسمح بإلغاء التسجيل بعد اعتماده، ولكن يُسمح باستبدال الأسماء.

Event management

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GROUP

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Be internationally certified in Sales Professional

Why ISP?

The Institute of Sales Professionals (ISP) is an internationally recognized professional sales body, which advances and promotes excellence in the sales profession. It is a community of sales professionals building standards of excellence, diversity and education ensuring the best knowledge, understanding, skills and practice in the sales profession.

**Certificate in Sales
Professionalism
Level 3**

**Diploma in Sales
Professionalism
Level 3**

Who Should attend?

The qualifications are suitable for individuals working in, or hoping to work in, a variety of selling and sales representative roles, with selling to clients, customers, and businesses as a major component. By achieving the qualifications learners will cover the required essentials of selling and sales representation at this level. The core units cover the extremely important areas of:



Product
knowledge



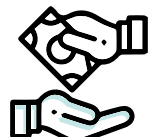
Winning
business and



Proposals and
negotiation



Sales
presentations



Selling

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