

JUNE 18, 2026

SALES COACHING MASTERCLASS

Motivate, Mentor, Multiply

This program will shift banking managers from "managing by metrics" to "coaching for performance." Participants will learn to close skill gaps, inspire team ownership, and multiply sales output across CASA, asset, and wealth management targets.

 **9 AM - 5 PM**

FEE: PKR 18,000

per participant Excl. Sales tax

 **NIBAF, PAKISTAN (KARACHI)**

COURSE CONTENTS

The Core Frameworks of Sales Coaching

- The Banking Shift: Transitioning from operations manager to strategic sales coach.
- The GROW Model: Applying Goal, Reality, Options, and Way Forward to daily pipeline reviews.
- Motivation Drivers: Moving staff from transactional compliance to intrinsic sales drive.

Mentoring for Skill Mastery & Cross-Selling

- Deconstructing the Pitch: Coaching teams on discovery questions and high-value objection handling.
- Joint Field Work: Frameworks for shadowing customer interactions without hijacking the sale.
- The Cross-Sell Matrix: Teaching teams to maximize share-of-wallet (CASA to wealth/trade products).

Multiply – Scaling Performance & Resistance

- 15-Minute Micro-Coaching: Fast, structured coaching templates that fit into busy branch routines.
- Tiered Performance Coaching: Strategies for top performers, average earners, and chronic underperformers.
- Overcoming Pushback: Navigating market fatigue, rate hikes, and compliance limitations.

Practical Simulation & Action Planning

- Live Case Roleplays: Simulated branch coaching interventions based on missed targets.
- The Feedback Loop: Corrective feedback techniques that maintain staff morale.
- 30-Day Blueprint: Finalizing individual implementation plans for respective branches.

METHODOLOGY

- Banking Case Studies
- Roleplays & Simulations
- Peer Feedback Sessions
- Take-Home Toolkits

TARGET AUDIENCE

Branch Managers & Sales Leaders

FACILITATOR

Muhammad Shehzad Dhedhi

Muhammad Shehzad Dhedhi is a Fellow Chartered Accountant and an executive leader with over 24 years of global experience in financial strategy, corporate governance, and institutional leadership. A former corporate banker with a deep understanding of the financial sector, his career includes strategic roles at major institutions including HBL, Credit Suisse, and Bank Alfalah.

As the Founder of CFO Club Pakistan and CEO of ESGHexa, he specializes in transforming technical managers into high-performing leaders, blending operational discipline with strategic growth frameworks to drive commercial success.

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CONTACT DETAILS



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