

Sales Performance Leadership



Course Objectives

In today's competitive environment, strong individual selling skills are no longer enough. Sustainable growth requires sales leaders who can sell strategically, build lasting client relationships, and engage their teams to consistently deliver results. This one-day refresher integrates advanced selling techniques with practical team engagement strategies to strengthen both personal performance and team effectiveness.

Learning Objectives

By the end of this training program, participants will be able to:

- Reinforce structured and disciplined selling practices
- Transition from Sales Performer to Sales Leader
- Strengthen relationship management and networking capability
- Understand the impact of team engagement on sales results
- Apply practical tools to engage and align their teams
- Develop a focused short-term sales action plan

Who Should Attend?

Middle to senior sales managers

Course Outline

Module 1: Advanced Selling Refresher

- Sales as a structured discipline
- Executive presence & professional branding
- Intelligent prospecting & market awareness
- The 5Cs of effective selling
- Cross-selling, retention & reference selling
- Managing objections, rejection & follow-ups
- Sales funnel discipline

Module 2: Relationship Management for Sustainable Growth

- From transactional selling to relationship consulting
- Client retention & long-term value creation
- Leveraging networking for business expansion

Module 3: Team Engagement for Sales Performance

- Engagement and its link to profitability
- Understanding team strengths & motivators
- Building ownership and healthy competition
- Practical engagement techniques for sales teams

Module 4: Sales Strategy & Team Alignment

- Where are we now? Where do we want to be?
- Involving teams in goal setting
- Developing a 3-6 month unit-level action strategy
- Commitment & accountability framework

Facilitator

Mr. Usman Butt is an accomplished Learning & Development professional with over 24 years of corporate experience, including 23 years in banking, specializing in leadership development, professional skills, customer service excellence, sales effectiveness, employee engagement, and technical banking training. A passionate facilitator and executive coach, he has extensive experience designing and delivering impactful learning solutions across multiple industries.

Professional Qualifications: He holds an MBA from the Institute of Business Administration (IBA) and a Diploma in Banking with Double Distinction in Management and Accounting. His professional credentials include Certified Mind Sciences Practitioner, Certified Neuro-Linguistic Programming (NLP) Practitioner, Reiki Healer, Meditation Practitioner, and Anti-Stress and Mental Wellness Advocate.

Professional Experience: Since May 2023, he has been Founder & CEO of Level Up – People & Learning Solutions. Previously, he served as Executive Director at Iqra University, Head of HR (US Operations) at Level3 Back Office Services, Vice President / Unit Head (South), Learning & Development at Askari Bank, and Management Trainee Officer (MTO) at MCB Bank. He has also served with leading financial institutions including NDFC, MCB Bank, Standard Chartered Bank, and Askari Bank.



SEPTEMBER 16, 2026

9:00 AM - 5:00 PM

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