

# FEBRUARY TRAINING PROGRAM 2010 ISLAMABAD

## Writing for Impact

Dates: 9-10 Feb '10  
Duration: 02 days  
Timings: 0900-1700 Hrs  
Fee: PKR 11,000  
Venue: Islamabad



## Writing for Impact (02 Days)

This 2-days workshop aims to provide participants with writing skills necessary to effectively communicate through letters, memos, emails and short reports.

It is a 'hands on' foundation course for professionals willing to improve their writing skills. Training method is activity-based, with participants working on and learning through real, and related real life situations to their writing requirements.

### Objectives:

On successful completion of this course, participants will be able to:

- Know their level and understand how to improve it
- Understand their audience
- Describe the writing process
- Outline the content of a write up or message
- Apply the essential writing skills to their work

## Art of Successful Communication

Dates: 17-18 Feb '10  
Duration: 02 days  
Timings: 0900-1700 Hrs  
Fee: PKR 11,000  
Venue: Islamabad



## Art of Successful Communication (02 Days)

Do you ever wonder how you come across in e-mail messages, memos, voice mail messages, and phone conversations? The content, presentation style, and delivery techniques of messages impact your ability to communicate, motivate, influence and inform others. This workshop teaches employees at all levels how to communicate clearly, concisely, and professionally.

This workshop familiarizes participants with the importance of good communication skills relative to the types of positions they hold. Key points include: the communication process, required listening skills, recognizing non-verbal communication, understanding factors that influence communication, delivery techniques, and etiquette.

### Objectives:

Upon successful completion of this course, the participants will be able to:

- Understand the communication process.
- Comprehend and use listening skills and questioning techniques
- Be able to identify influencing factors in effective communication.
- Inculcate the need for effective communication in the workplace

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# FEBRUARY TRAINING PROGRAM 2010 ISLAMABAD

## Profitable Growth through Selling (02 Days)

Whether an old hand at sales & marketing or brand new, this fun and highly practical (02) two days course is designed to stimulate Sales & Marketing, Negotiation Skills and Customer Relationship Management by identifying and using best practices under highly competitive market. A highly experienced facilitator will work with participants to develop a profile of their organization's perfect customers, create Product Description with Unique Selling Proposition & Value Added Services strategy to help them buy and a plan to keep them loyal.

### Objectives:

- Equip the sales force to deal with the 'tough sells'
- Train the sales team to overcome the pricing issues & other road blocks towards closing a sale, in relation to the industrial situation of aggressive competition
- Train the sales team to improve their selling skills under extreme competitive pressures, and train them to create an edge for their company, to add value to the business
- Train the sales team on how to improve Relationship Management skills with respect to the tough competitive environment. Focus should not only be on retaining the customer but also on further Business Development with customers.

ASK is also specialized in customized In-House Training programs tailored to meet the specific training needs of our valued client organizations and its team of professionals. This includes conducting a training needs assessment (TNA) to determine exact needs of our valued client and then designing, tailoring, and delivering the training interventions to achieve the objectives identified during the TNA. Make us your partner in enhancing and reshaping the attitudes skills and knowledge of your most precious asset i.e. the human resource.

I will be privileged if you communicate further on this. Please visit our website for the detailed description of our courses.

Thanks & Best Regards,



**CECIL OBAID**

Senior HRD Executive

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## Profitable Growth through Selling

Dates: 23-24 Feb '10

Duration: 02 days

Timings: 0900-1700 Hrs

Fee: PKR 11,000

Venue: Islamabad



**For Registration please**

**Contact:**

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