

*Momekh*

# *The Road to Sales*

Empower the Sales Professional





# Empowering the Sales Professional

**Through culturally-appropriate, proven, field-tested tools on building a more empowering personality and setting up their work day to deliver massive results over the long term.**

*Presented and delivered by Mohammad Khan*



# Training session

## The Objective

To give the sales agent the *right mindset* and *proven tools* to plan their days and weeks based on their job role: to sell and grow their organization.

## The Method

We will be covering time-tested methods of goal setting and how to plan one's work day.

Before explaining goal setting, a thorough understanding of the sales process will be given.

This will include:

- The Road to Sales: showing them the importance of their identity as a salesperson and their importance within the organization.
- Building Profitable Sales Funnels: how relationships are built and pipelines are filled (Prospecting).
- Understanding the Role of Follow Ups in Sales

Then we will go into goal setting and how each professional needs to take ownership of their schedule.

This will include

- Understanding the Disciplines of Execution
- How a Big Goal is translated into a weekly plan



- How to Implement a Behavior-based approach to achieving the toughest goals
- How to Keep Score on One's Progress (Lag and Lead Measures)
- Implementing the 543

This will be wrapped up with a workshop on how one can implement the 543 Follow Up into their work day.

**By The End of the session,** each team member will have a clear understanding of their importance to the organization (**self-esteem** and **motivation**) and will be able to back that up with a solid game plan to improve their performance (become action-oriented and **accountable**).



## Tentative Schedule

<p>First Half 10:00 AM - 01:00 PM</p>	<ul style="list-style-type: none"><li>● The Road to Sales: showing them the importance of their job within the organization.</li><li>● Building Profitable Sales Funnels: how to start building and maintaining pipelines (Prospecting).</li><li>● Understanding the Role of Follow Ups in Sales</li></ul> <p>Activity: Build their Sales Funnels and Try to Implement the Follow Up System</p>
<p>02:00 PM - 4:00 PM</p>	<ul style="list-style-type: none"><li>● Understanding the Disciplines of Execution</li><li>● How a Big Goal is translated into a weekly plan</li><li>● How to Implement a Behavior-based approach to achieving the toughest goals</li><li>● How to Keep Score on One's Progress (Lag and Lead Measures)</li></ul> <p>Activity: Implementing Lag and Lead Measures as part of their Weekly Goal Setting</p>
<p><i>Exhibit A</i></p>	

**Note:** The training is designed and most suited for a maximum of 15 persons.

It is available in on-location, off-site and virtual formats.

Please contact [sales@momekh.com](mailto:sales@momekh.com) to set up an appointment, or WhatsApp 03113-MOMEKH (03113666354).



## Who we are

Momekh is focused on personal and professional development, specializing in **digital transformation** and **growth**.

## What we do

We design strategy, training and coaching modules that are *context-appropriate* and *culturally relevant*, focusing on **increasing profitability and efficacy** of your business and brand.

We offer **digital strategy consulting** and **learning & development** for entrepreneurs, businesses and brands.

A select list of clients we are honored to serve:





## About Mohammad Khan

Momekh is led by Mohammad Khan who is an award winning entrepreneur and consultant.

Since 1998, Mohammad Khan has been a practitioner in the fields of digital and social media, starting multiple projects ranging from retail to agri to services, before moving to strategy consulting and education.



As a **writer** of three books and **instructional designer** of high-impact courses - both online and offline - Mohammad Khan has helped individuals and brands with productivity, leadership, business startup and digital marketing strategy.

Mohammad Khan has been featured in



Featured on platforms such as TEDx, WIRED, The Huffington Post and The Friday Times, Mohammad Khan's courses and lessons have so far been viewed by **more than a Million people** in Pakistan alone.

**30,000+**  
SUBSCRIBERS

**1Million+**  
VIEWS

**200+**  
VIDEOS



## Some of Our Solutions That You Can Access

### Digital Marketing Strategy Consulting

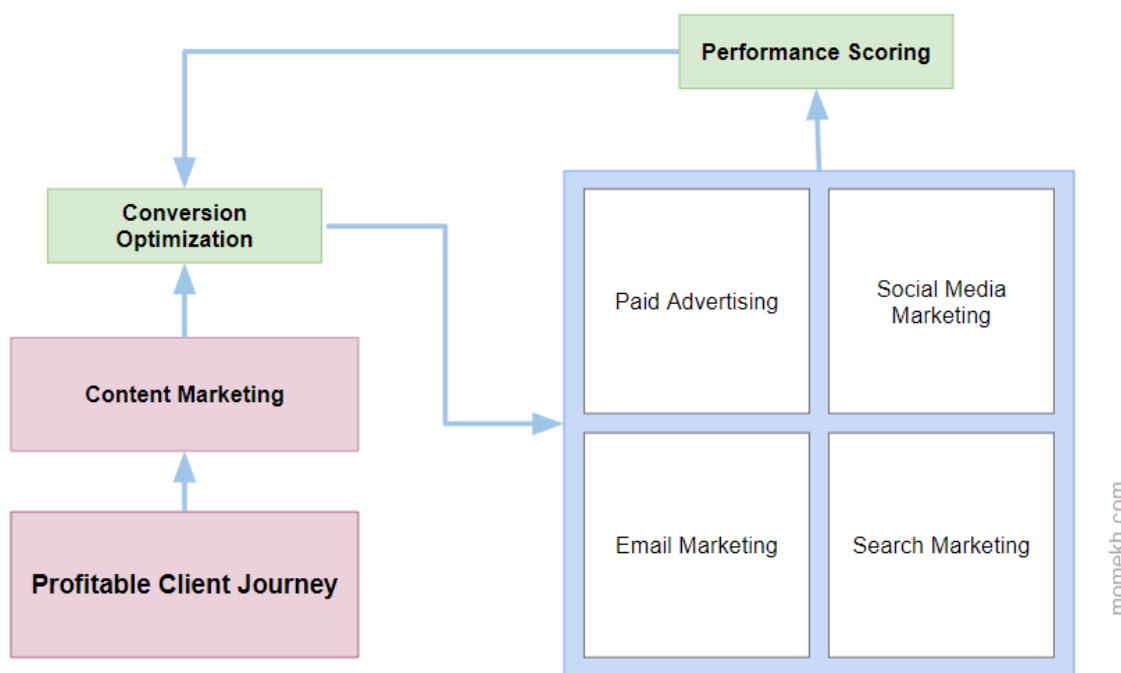
How can your brand take **full** advantage of the digital marketing opportunity in 2021 to measurably **increase profits** and **efficacy**?

The digital revolution itself is reaching beyond simple ecommerce to disrupt business models and turn entire industries upside down.

Momekh uses a clear path to implement a digital marketing strategy to bring brands and organizations at par with what's working.

To fully capitalize on the digital marketing opportunities and also to avoid digital threats, businesses and brands must proceed on proven strategies and not guesswork.

With our *8-Core Digital Marketing Framework* and unrelenting focus on facts and data, our digital strategy starts from a thorough investigation of your brand and organization, and results in a step-by-step execution plan.



Momekh is, via our deeply integrated partnerships, also equipped to execute these strategies across Pakistan.





## Our Ready-to-Deploy Training program, customized for the individual

Our training programs for personal growth:

- 1** The **BeAllYouCanBe Training** (*Goal Setting* Training, the one-day intensive)
- 2** The **Structure of Success** Training (half-day workshop on living the 4 proven fundamentals of execution)

Our training programs for business & brand growth:

- 1** The **Road to Sales** - the one-day intensive on developing the sales lifestyle and setting goals to grow profits and commissions
- 2** The **8-Core Approach to Digital Marketing** - An intensive on developing a thorough understanding of proven and profitable areas of digital marketing and how they can be applied)
- 3** **Social Media Mastery to Grow Sales** - the workshop on how to fill the sales pipelines using intelligent content creation and product-funnel automation
- 4** **The Brand Building Intensive** - a workshop on how to grow a powerful and profitable brand, using fundamental principles used by global and personal brands of note.

## The Momekh Collaborative

Before every client engagement, we identify their needs to determine whether there is a clear benefit from the expertise of one of our partners.

We work closely with the client and our partners to identify complex and highly specific needs and establish *metrics that matter*.

To ensure that results are delivered, we also incorporate networking and outsourcing opportunities to our clients.



By complementing our expertise with the deep capabilities of our partners, our clients get the right combination of skill sets and experience to help them achieve their business goals.

To start your Growth Coaching program with Momekh,

WhatsApp: **03113MOMEKH** (03113666354)

Email: **sales@momekh.com**