



Management Association of Pakistan

SALES PERFORMANCE LEADERSHIP



Wednesday,
September 2, 2026



10:00 a.m.
05:30 p.m.



Movenpick
Hotel, Karachi



Usman Butt

Program Overview:

In today's competitive banking 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 Outcomes:

- 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

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's Profile:

Usman Yousuf Butt



Usman Yousuf Butt is the (CEO) Level Up-People & Learning Solutions with 24 years of corporate experience in banking and education. He is a certified 5Cs sales trainer from Standard Chartered Bank. He has held similar sales, business development and team engagement sessions in many financial institutions and other industries.

He also served as the VP/Learning Head (South) and is currently the Director at FPCCI Business Summit Council on Pakistan / Italy and Deputy Convenor on FPCCI Central Standing Committee on HR, ER & IR for 2026.

ADMINISTRATIVE INFORMATION

Category	Regular Fee (Rs.)
MAP Institutional Member	35,000
Two or more Institutional Member nominations	31,500
MAP Individual Member	30,000
Non-Member	38,000

*Includes: MAP Certificate, Soft Version of Course Material, Hi-Tea.

** Note: 20% Discount is available on nominations for 5 or more participants

Sindh Sales Tax (SST) Applies

Outreach Partner



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