

Newsflash

Basic Selling Skills Workshop

The Jaffer Agro Services sales team attended a two-day workshop on “Basic Selling Skills” held on January 14th & 15th, 2022 at Avalon Hotel, Multan. It was a full two-day training specifically designed for the new Territory Managers and a few Regional Managers from the sales team. The purpose of the session was to make the participants fully effective in their roles and to guide them on enhancing their sales productivity.

The workshop was conducted by Mr. Sabahat Latif, a well-known name in the agriculture industry for training thousands of sales staff.

The workshop also explained the correct method for conducting farmer meetings and sales calls. It was an interactive workshop with many engaging group activities. The trainer also shared videos followed by discussions for learning sales techniques and addressing the real-life issues they face in the field.

Mr. Abdul Hameed, Head of Sales, Jaffer Agro Services addressed the participants at the closing of the workshop and also presented certificates along with Mr. Sabahat Latif. He also presented gifts to the winning team and the top three participants for their outstanding participation throughout the session.



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