Partnering with IFC (World Bank) in development of SMEs’ entrepreneurship, managerial & operational skills

Training House Consulting is a proud partner of International Finance Corporation’s Business Edge initiative and a successfully running project. We are IFC certified Trainers to run the programs that have been carefully developed to suit peculiar needs of Pakistan business scenario.

Business Edge is the brand name for the International Finance Corporation’s (IFC) World class range of training products and services, specially designed for owners and managers of small and medium enterprises (SMEs). It includes 36 different management topics in 5 different series, namely: Marketing, Human Resource, Production & Operations, Finance & Accounting, and Productivity Skills. Business Edge workshops are delivered by certified training providers that use Business Edge workbooks and trainer manuals to give you, the SME owner/manager, that “hands on” knowledge to better manage your business.

IFC’s Business Edge™ aims at improving the business performance and competitiveness of firms and creating jobs in developing countries. This is achieved by strengthening the management skills of SMEs and middle managers of larger firms, providing them access to Business Edge™ practical training solutions.

**Marketing Management**
- Caring for the Customer
- Achieving Success in Marketing
- Assessing Marketing Opportunities
- Developing a Competition Strategy
- Positioning Yourself in the Market
- Establishing Your Marketing Mix Strategy
- Preparing Your Product Strategy
- Working Out Your Pricing Strategy
- Creating Your Distribution Strategy
- Developing an Integrated Marketing Communication Strategy
- Improving Your Selling Skills
- Gaining Consumer Insights
- Marketing Services

**Financial Management and Accounting**
- Controlling Costs
- Working with Budgets
- Using and Analyzing Financial Statements
- Developing a Business Plan for a New Venture
- Controlling Business Assets
- Evaluating Investment Decisions

**Human Resource Management**
- Organizing for Successful Training & Development
- Recruiting for Key Management Positions
- Planning for Human Resources
- Retaining Top Employees
- Establishing Compensation and Benefits
- Appraising Performance
- Managing HR Communication
- Performing Effective Job Design

**Personal Productivity Skills**
- Motivating People
- Managing Changes
- Managing with Authority
- Delegating Effectively
- Managing Time
- Becoming a More Effective Manager
- Solving Problems
- Communicating Effectively
- Coaching at Work
- Influencing
- Using Information for Decision Making
- Leading Your Team

**General & Operations Management**
- Understanding Quality
- Achieving Quality
- Auditing Quality
- Controlling Physical Resources
- Planning and Controlling Work

**Tourism and Hotel Management**
- Running a Sustainable Accommodation Business
- Caring for Guests 1 (basic)
- Caring for Guests 2 (advanced)
- Saving Costs in the Accommodation Business
- Marketing Accommodation Services
- Selling Accommodation Services
- Motivating and Retaining Hotel Staff

**Governance**
- Managing Risk
- Planning for Business Continuity
- Managing Relationships
- Implementing Enterprise Governance
“Any knowledge will go waste if we do not make it part of the system; certain way of doing things in pursuit of organizational excellence”

Rizwan Bashir
Master Trainer IFC WORLD BANK
CEO Training House Consulting (Pvt.) Ltd.
OUR VISION

“A preferred business partner for all people and process development initiatives in the corporate world”.

ABOUT US

We are a management consulting and Training Group offering innovative and best in class business solutions, integrated with excellent implementation by our professional team of consultants based on their rich and diversified hands on experience. Our international and local network of clients is supported by our offices in Karachi, Lahore and Islamabad.

Training House strongly follows the core values which are embedded into the culture of the company. The company values client relation, people development, integrity, creativity and performance excellence.

We believe in supporting our customers to deliver their growth agenda through:

- Partnering and helping them to transform the business needs into opportunities for securing the current and future growth potential through our strategy into action model
- Collaborate in all the people development initiatives and provide support in building the right skills and competencies
- Building Leadership capabilities to bring the desired change for organizational effectiveness
- Providing processes and systems development support for entire organization including Sales, Marketing, Human Resources and Strategic Planning
- Partnership model that offers on the job coaching support for all functions
OUR PARTNERSHIP MODEL

Our team has extensive local and international experience. We diagnose, prescribe innovative solutions, implement the new processes and ensure sustainability of results through our robust “Strategy into Action” model. Our partnership model is simple yet robust enough to guarantee the best return on investment made by the organization on human resource development. “Training-House” works like an extension of your own organization. We create the difference through transforming the business issues into people and process development opportunities at three levels:

**LEVEL-1 ORGANIZATION**

Dovetailing the organizational capability development needs from the corporate goals and implementing strategy into action

**LEVEL-2 CULTURE**

Building a learning organization to ensure sustainability of results through process re-engineering

**LEVEL-3 INDIVIDUALS**

Building careers through Competency and skills development for securing organizational growth
BUSINESS BENEFITS

To partner with “Training-House” offers a multi dimensional support network. We are a team of highly skilled consultants that assess business needs and offer innovative solutions with execution support. We can help build the desired culture through developing the right systems that deliver results.

To achieve this, we focus on providing a dynamic source of relevant support initiatives and resources including:

- Experienced consultants for organizational readiness assessment on systems & processes
- Training support with appropriate toolkits
- Change Management Program development
- Field coaching/implementation support
- Retainer-ship options
- Web based psychometric tests
OUR SERVICES

We offer the services to our customers based on their initial need assessment, type and duration of support required. Providing consultancy services or building the team through training on new knowledge or systems; is based on the mutual understanding. Our team has the expertise to provide full support in the following disciplines:

- Strategy into Action (SIA)
- Change Management
- Performance Management
- Field Coaching
- Outsourcing Solutions (USC/CSD)
- Sales Management
- Training Workshops
- Outbound / Experiential Learning Activities
- Business Edge Programs
- Corporate Governance Services
OUR TRAINING WORKSHOPS

Top Management

Middle Management

Junior Management

Technical Skills

Human Skills

Strategic Skills

Sales Management
- Collaborative Selling
- Consultative Selling
- Customer Service/Care
- Telemarketing
- Suggestive Selling
- Steps of Sales Call

Territory Management
- Territory Operations Plan
- Distributor Management
- Channel Wise Coverage
- Route Optimization
- Time Management
- Field Coaching

Customer Management
- Key Account Management
- Business Planning
- Merchandising / Plan-o-gram
- Brand Activation / Sales Promotion
- Customer Business Planning
- Outlet Management (Category Based)

Ethics & Values
- Personal Leadership
- Team Leadership
- Communication & Presentation Skills
- Train the Trainer
- Skill Profiling / Occupational Testing (TNA)
- People Management
- Team Building
- Analytical Skills
- Coaching Skills
- Creative Thinking
- Managing Sales Team (Coaching & Team Leadership)
- Project Management (Level 1)
- Emotional Intelligence & Leadership
- Performance Mgt. & Career Development
- Selection & Interviewing Skills

Execution Effectiveness
- Project Management (Level 2)
- Strategic Sales Management
- Strategy into Action (SIA)
- Trade Marketing Excellence
- Category Management

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OUR APPROACH FOR ORGANIZATIONAL DEVELOPMENT

We serve our clients like an extension of their own organization. We build a learning vision and provide directional inputs for ensuring execution effectiveness on the agreed people development strategy. We follow our ‘Pentagon model’ for developing the organization and providing all the people development inputs; we are a total solution provider for human resource development.

STAGE-1  (Understanding the unique business needs)

- Understanding of business operations
- Vision, mission and growth drivers
- Involvement in the business strategy development for the year
- Identification of the Key Result Areas

STAGE-2  (Linking business needs to learning solutions)

- Skill gap analysis and options identification
- Categorize the learning objectives
- People development options
- Rollout Plans
STAGE-3  (Learning Intervention Design & development)

- Developing the design proposal
- Development of leading edge learning material
- Development of execution process and tools

STAGE-4  (Delivering the learning options)

- Building the line managers as coaches
- Execution of coaching calendar
- Regimental training for frontline teams where required
- Building the support network

STAGE-5  (Progress review and imbedding new processes)

- Follow-up through regular reviews
- On line feedback process and assessments
- Certification of individuals based on Coach’s rating/evaluations

Through this approach we ensure that the corporate investment on people development is converted into ROI when new knowledge and tools are implemented to further improve the organizational systems and processes.
TRAINING HOUSE OUTSOURCING SOLUTIONS
There will always be a few major channels that are strategic in nature and the organizations must retain them to pursue their growth strategy. USC/CSD are one of the biggest sales channels in Pakistan. Harnessing the potential of these channels is crucial for any organization.

Our services consist of such things as order generation, in-store merchandising, Service Visits, new sales operation Set-ups, Training, Category based Plan-o-gram Designs, On-shelf displays, Promotional Product distribution and sales data management etc. Our support services are based on category understanding, industry and channel knowledge that gives us leading edge in effective execution on the retail shelf. Training-House Consulting (Pvt.) Limited is committed in providing the strategic support to its valued customers with additional services at operational level. We can provide you:

- Deployment of sales teams for order generation on rational basis with respect to secondary Sales.
- Helps in ensuring the GRN generation once the stocks are received at the designated USC Warehouses.
- Helps in ensuring the RV collection once the stocks are received at the designated CSD outlets.
- Ensure proper visit as per the itinerary (PJP) and apart from order generation, also ensure product display and FIFO implementation at the USC/CSD outlet.
- Resource deployment at USC/CSD Head Offices for recovery of payments and progress review on fortnightly reconciliation with USC/CSD.
- Ensure direct dispatch of payments to CLIENT’s Head Office, or deposit at assigned bank for CLIENT from USC.
- Manage the evidence for deduction and sales return dispatches at CLIENT’s office or their designated warehouses for ease of reconciliation.
• Generate a national picture or builds a national strategy for getting growth by preparing region wise sales report for monthly and weekly analysis against the sales targets. Our team is always thinking and working on the national level and sorting out national issues, providing management cover on the entire operation.
• Resolve any pending matters as they appear from time to time.
• Register new products; ensure that USC/CSD acknowledges and registers the price revisions from time to time.
• Ensure timely payments to CLIENT as per the agreed payment terms with USC/CSD.
• Ensure timely dispatch of all SDN Debit Note in original to CLIENT’s Head Office, for faster execution and payment process.
• Ensure availability of Company products at all the potential outlets of USC/CSD.
• THC strictly ensures that there is no buildup of abnormal stocks that may result in sales return / damages.
• Timely disposal of Damaged stocks. Stock damages at USC/CSD warehouses/outlets will be dealt as per the CLIENT policy standards.
OUR USC/CSD FLEXIBLE ORGANOGRAM

Note: Structure of the team is based on the client requirement and product behavior
CONSULTANTS PROFILE
Rizwan Bashir (CEO)  
Master Trainer IFC WORLD BANK

Rizwan Bashir has an extensive sales management experience of over 28 years in the leading fast moving consumer goods (FMCG) multinational Corporations. He has been directly involved in managing the front line salesmen and in leading the field management. On his regional role with Unilever Asia as a Head of Regional Customer Development, he has been providing system and people development support to 16 countries in the region based out of Malaysia. He has designed and delivered a range of training programmes that focus on organizational development through individual skill enhancement and organizational system development. He has designed and developed training programs that are currently being used by Unilever, Coca Cola, and Tetra Pak in the MENA region. His expertise is in the areas of:

- Strategy into Action (Strategic Company Planning Process)
- Sales Leadership Development
- Value Chain development
- Retail Development
- Customer Management
- Call Centre management
- Total Quality Management
- Sales Force Effectiveness
- Key Account Management
- Negotiation Skills
- Category Management
- Coaching, Mentoring & Team Building Skills
- In-store Merchandising & Sales Promotions (Brand Activation)
- Corporate Governance

His strategic contribution through project work has been on company-wide change management and system development programmes. As a certified trainer, he contributes in building an enduring learning culture. He focuses on process re-engineering and organizational development tools that support a proactive approach in meeting the challenges ahead.
Farida Bashir
Chief Operations Officer

Farida Bashir has a vast teaching experience at different colleges/universities. She is the founder member of Training-House Consulting (Pvt.) Ltd. and heading the program development and design team. With her background as a student of MSc. Psychology, she is responsible for developing the psychometric tests, their evaluation/assessment and supporting the client in cultural and climate change programs. She has gathered an extensive experience in coaching, counselling, people management and business development.

Her scope of responsibilities also includes extending assistance to Human Resource Development as a Board member of Creative Channel Marketing (Pvt.) Ltd.

Her expertise is in the areas of:

- Psychometric Test development
- Workshop design and development
- People Management
- Research and development
- Team Management
- Leadership skills

As an operations expert, she first understands the customer and industry needs and then helps the client in transforming the business need into learning intervention. Her thought process and capability to structure the training material is based on the sound knowledge on human skills development process.
Basit Afzal
Senior Consultant

Basit Afzal has a rich experience in marketing/sales management and organizational development both in Pakistan & abroad. He was associated with national flag carrier and largest telecom company in Pakistan in various capacities for over two decades. Having sufficient exposure in the field of Customer Care, marketing and management in USA & Canada, he also completed his post MBA specialization in marketing from USA.

Highly skilled Marketing professional with more than 20 years of experience and proven talent in professional teaching, training and executive development programs. Recognized for creating effective learning environment, classroom training and on-the-job coaching, he is highly motivated to work hard and succeed. His areas of concentration are in:

- Customer Service & Care
- Personal Grooming & Development
- Contact Center Operation & management
- People management
- Leadership Program
- Selling Skills
- Brand Management
- Team Building
- Telesales & Call Centre Management
- Time management

Basit is skilled as consultant in analyzing existing operations and implementing the strategies, processes and technologies for improved efficiency. An energetic, multi-tasking manager with extensive knowledge in directing operations, his expertise are in developing strong customer / employee relationships leading to improved retention, increased business productivity and profitability.
Muhammad Musa
Senior Consultant

Muhammad Musa is a Management professional who has worked extensively with both public and private sectors as a business partner. As a senior consultant with over 23 years of business management experience he carries with him strong entrepreneurial insights. He has worked for various multinationals in Pakistan & ME as well. He has rich experience in channel and retail management in a competitive market conditions, new product launches and trade-marketing initiatives. Musa is able to design, develop, facilitate and offer consultancy advice to support implementation and evaluation related to all aspects of people & process development. His areas of concentration are:

- Sales & Distribution solutions
- Market intelligence services
- IT enabled solutions
- Business Process improvement
- Business Process Outsourcing (BPO)
- Executive Search & HR outsourcing
- Organizational Development

Supported with his sharp market intelligence and peculiar business behavior in developing countries, he has been instrumental in providing the futuristic approach in strategy formulation and implementation with his business partners.
Awais Tariq
Associate Consultant

Awais Tariq has expertise in the effective application of information technology to the needs of private sector corporations. His expertise is to create a match between organization’s mission, and strategies on one side and build a technology link on the other. This dictates careful selection of tools in order to achieve alignment of technology with an organization’s growth objectives. He has re-engineered the processes that improve the growth and productivity of the Organization. He has hands on experience on implementation and operation on GIS (Geographic Information System) based software.

His areas of expertise include:

- Sales & Distribution related I.T solutions
- Market research
- Business development
- Geographic Information System
- Product/project management
- Team management
- Business Process improvement

He focuses on the planning and process development for professional growth and re-engineering the companies processes in achieving business objectives.
Saad Naveed
Associate Consultant

Saad Naveed is a Project Management Professional with a blend of Technical and Business background and more than 12 years of experience in multiple industries including e-Government, e-Commerce, Automotive, Mobile Retail Solutions and Micro Finance. He has made significant contributions in Quality Assurance and Process adherence programs in various multinational organizations in Pakistan as well as overseas. His strength lies in his careful application of Business domain and Technical knowledge to devise solutions that drive technology user adoption rates up and help achieve business objectives.

One of his current interest areas is Poverty Alleviation through Micro Finance for which he has conducted market research studies in collaboration with one of the leading Microfinance Institutions and Donor Agencies in Pakistan. His work has benefitted many SME sector organizations and household businesses.

His areas of expertise include:

- Business Process Re-engineering
- Project Management & Quality Assurance
- Market Research (Customer Surveys, Impact Assessment)
- Business Plan Development
- IT Systems Design, Institutionalization & Training
- Usability Design Research & Development

His eye for organization and method drives him to devise and institutionalize efficient processes for organizations hence improving efficiency, reducing cost and adding to the bottom line.