

COMCON

Company Profile

COMCON offers unique quality Soft Skills Training, Business and HR solutions to organizations, both in the public and the private sectors. Established in 1998, COMCON has worked with numerous national and multinational organizations, offering practical solutions to their **organizational** needs.

COMCON provides clients with the expertise, support, methodology and tools to effect sustainable improvements for both their business operations and the way in which their people interact with one another.

COMCON specializes in bringing about change and improving performance. We understand business levers and what affects them. We know how to move people to positive action through carefully planned approaches.

We aim to help clients train their most important resource: good quality employees. To be the HR services supplier of choice, for companies seeking a professional partner for the design and delivery of leading edge training, business and HR solutions

COMCON – Our Work Philosophy

- Win participants **emotionally & logically** to learn & adapt
- Work as a member of clients internal quality chain
- Stay flexible & maintain confidentiality within & outside
- Study each situation. Work at various levels especially where action takes place, people who carry responsibility & are expected to be benefited
- Win repeat business

The services we offer include the following:

Organizational Development

Assist identify initiatives interventions or changes required in Organizational structure, communication, systems, processes and human resources for building Organizational Capacity improving Performance and Motivation

- Designing policies, Process improvement & waste reduction
Performance Management System
SOPs Job Descriptions setting SMART goals & objectives & reviews
- Managing Change Paradigm shift Organizational Behaviors Stress & Time
- Health Safety & Environment, behavioral improvement
- GMP engaging Manufacturing Packaging QA QC Supply Chain Housekeeping Canteen
- معیاری منافع بخش دوا سازی with Pharmaceutical Industry

Heart – 2 – Heart with Zahid Asghar – 360+ degree view & feedback

Working with company employees, we dig deep within client organization to find out what employees really need, what company values are and what the company wants to achieve. With this deep insight we can work together to develop a tailored solution that works in all areas of the Organization

Human Resources

Executive Search

We excel in finding the right human resources for clients. From placing the ads to giving the client an exhaustive and a shortlist of candidates, we provide a full range of recruitment services for middle and upper management staff.

Outsourcing

Managing contractual staffing – COMCON Managed staff – teams' services in a professional manner.

Competency enhancement – Training & Development

- **Training of Trainers – Field Coaching**
- **Building Trust - Strengthening Internal Chain**
- **B2B – Key Accounts Management**
- Business Leadership for Middle Management - Coaching - On the job
- **Effective Territory Region & Branch Management**
- Professional Selling : Becoming a Professional Salesperson
- Effective Business Communication Sales – Distribution - Merchandizing - Motivation
- Improving personal effectiveness - Building high performance teams
- Customer delight – One 2 one Customer services
- Brand - Product Management
- The actor me – Business etiquettes - Defensive Driving –HSE
- Lubricants – Pharmaceutical & Telecom basic technical sales training
- **Attitudes shaping Inspired future**, positivity attitude towards self-work & others
- **HSE - My responsibility** میری ذمہ داری HSE

NON Management team members

Ethics at the workplace - کاروباری اخلاقیات

Baa-Ikhtiyaar mein - باختیار میں

Designing value to improving business performance

- Business Generation and retention strategies
- Sales Force Effectiveness
- Distribution channel Effectiveness
- Brand activation - promotion –new products launches
- BTL activities through MPUs, float activities, *melaas*, consumer experiences etc
- Audit compliance ground & reference check e.g. distribution network, forecourts etc.
- Event Management e.g. Trade launches Mechanic's seminars, conferences away days

Market Research

- Consumer Perception Surveys - Customer Satisfaction Surveys
- Brand Audits and Brand Studies - Mystery Shopping
- Impact Evaluation studies
- Competitor and Strategic Analysis

Our Team

COMCON core team comprises experts in the spheres of HR, Marketing, Training, Market Research and Branding, having attained vast experience in multinational and national organizations, and qualified from renowned institutions. The core team is supplemented by an excellent field and support team and external resources as and when needed.

Value Adding Experience with Clients

COMCON has a trail of significant accomplishments in building Organizational capacity improving processes staff competence and performance of clients in multinational, public and local sectors. Some of our high value clients projects consultancies and trainings include:



Shell Pakistan

- **Project: Lubricants Distribution Network – 1st in Pakistan**
Lubricants delivery at the door steps of retail outlets across Pakistan
The complete package: Envisioning the concept developing distributors' profile selection criterion operations benchmark standardization systems & processes develop staff profiles job description salary & rewards performance management system. HR policies to recruit & select to sell merchandise deliver provide customer care meet promise. Training & roll out across Pakistan
- **HSSE checks** including vehicle compliance to standards, Distributors premises, and staff training on safe working to avoid any occupational injury, cartons lifting, drums un- loading use of fork lifter etc
- **The Basics - Distribution network staff training**
Distribution staff training of all shell Lubricants distributors on:
Lubricants, Shell brands, Sales & Distribution model & operations
- **Project: Helix Repositioning nationwide**
RRR-Ehsaas Ka Safar
Helix Gasoline motor engine oil: Feeling based experiential training of over 700 staff, mechanics, trade, retailers, distributors & workshop owners country wide
- **Heart-2-Heart with commercial team- 360 Degrees view & individual feedback**
Business Leaders & team members' evaluation & One-2-One feedback
- **Launching MIT (Merchandizing Impact Team)**
Redefining JDs, setting KPIs, Guidelines for Objectives setting, Live class room & on the job training and coaching –holding trade mechanics & drivers Melaas

- **Shell Lube Learn Training - All Pakistan**
Capacity & confidence building Training of sales & distribution teams – through Training on lubricants technical knowhow lubrication Shell & Shell brands image positioning, need and benefits of Shell lubricants distribution network
- **9 Steps sales Call** -DSF training all over Pakistan -
- **Business leadership** for Area Sales Executives, supervising teams effectively
- **Field Coaching** – Cabin crew Supervisors & Area Sales Executive
- **Project Pearl & Re- image –** Oct Nov 2008
Shell lubricants Re-branding Global initiative
Change of brand names shape & packaging
COMCON to prepare train energize internal stake holders, distributors and distribution teams across Pakistan to
 - + sell concept and need for change
 - + benefits to Field force Distributor Trade & Consume
 - + teams preparedness thru sales spiel, speeches for mela gathering at bus stands, hotels etc
 - + new packs introductory drive products availability
 - + BTL activities & use
 - + meeting organizational objectives
- **Launching Shell MIT (Mobile Impact Team) -** March 2010
Trade Marketing roll out Focus merchandizing recommender & consumer conversion
Manual: Defining JDs with job specification Key performance indicators
Guidelines for Objectives setting, a typical days working routing reporting customer selection Trade and mechanics data gathering and update, salary package and benefits, assistance in team's migration to 3rd party contractual assistance in fine tuning appointment-contract agreement.
Live class room & on the job training and coaching.



OPERATIONS Consumer Division Organizational Development:

Turning around of IBL Consumer Division into profitability, improving Sales Force Effectiveness. Business Generation & Retention. Achieving expanding Top line Thru

1, Teams Motivation

2, Transforming order bookers into professional salesmen

3, Agree improve competencies & achieve KPIs

4, Skills of positively interacting at the outlets: communicating detailing presenting merchandising order taking -

Prep & 1st round completed



Pharma: Improving Sales Force Effectiveness

Challenge: Transforming order bookers into Professional salesmen, Business improvement thru trade



Improving Sales Force Effectiveness 2015

Training Consultant Pakistan

- Help guide SFE associates South & North
- Benchmark Role plays
- Field Coaching Training for Field Sales Managers s & Sales Force Effectiveness Associates Pakistan
- ASK For Business Training - Pakistan Sales Force, Medical Representatives, Field Sales Managers & Sales Force Effectiveness Associates
- Continuing - A lot more to follow



Organizational Development

One of the fast growing & Top pharmaceutical companies in Pakistan

'Taking Charge' - Aug 2006 – April 2007

- Creating & Managing desired change
- Soft skills behavioral change
- Quality culture improving compliance to cGMP, WHO, Health Ministry requirements, maintaining good house keeping, documentation, following dress code, reconciliation etc
- Coaching Production housekeeping canteen Teams Supervisors & Managers
- Reducing waste – defining performance and standards for improvement
- Instilling a Standard Quality Training for all including workers, house boys, canteen staff, security staff, drivers, production team leaders etc
- Improvement in physical structural layout building, policies etc

Sales Tracking System - Paradigm Shift - 1999

Waste Reduction – Improving System Effectiveness

Saving 1250 man hours / month

Gaining access to pan Pakistan picture – within 48 hours

Marketing Services Department

Envisaging its role, creation & operations, staff profiles, job description with objectives training and on the job coaching

Executive Search

باختیار میں - Baa-Ikhtiyaar mein with Getz Pharma 2013-14

Manufacturing, supply chain, packaging, sterile & penicillin

Getz - New products launches

Launched **Uniferon** - Grew to become the mainstay, one of industry's success stories.

Designed & executed FF training & motivation

Sales incentive and Sales & distribution strategies

Established a "**Direct Cold chain distribution System**" timely delivering Hepatitis B&C therapy at patients door step. ensuring compliance at highly specialized rates

Heart-2-Heart with Sales & Marketing, manufacturing QA-QC & Supply chain teams



State Bank of Pakistan

- **Customer Services (Lead Trainer)**
Workshops spread over 2 years, 2004-6
- **Training of the Trainers (TOT)**
observer and trainer
- **Assistance in Selection & Recruitment process**

NRSP – Micro Finance Bank - live Training & roll out - implementation

- Training and roll out of HRM System for Branch Managers
- Provided hands on training to the staff on the new HR system including the procedures and processes of Recruitment & Selection and Performance Evaluation



باختیار میں Baa-Ikhtiyaar mein Learning workshop with gsk Non Management - IR - CBA



Building Trust: Building Organizational Values & application in daily working & personal lives
Regional Sales & Distribution teams across Pakistan



Participants: Middle Management: Pharma, Consumer Lubricants, Telecom, Health Care & M&P OCS Courier & Logistics



- **Performance Management Techniques " PET "** March - April 2014 with **Behtar Zindagi Centers** based team members responsible for overseeing Centers operations, promote services, generate clientele & deliver promise
- **Effective Business Communication - with RHF team** May 2014 covering
 - ✚ Understanding need for effective Business communication & competencies
 - ✚ Business over phone - Relationship building
 - ✚ Communicating non verbally
 - ✚ Winning presentations & speeches
 - ✚ Active listening & Conflict resolution

Malakand Rural Development Project - Training

- HR policies & procedures and an Admin manual roll out for implementation
- Imparted training to CSOs of NGO and stake holders in the area on HR practices within their organizations



COMCON CSR Initiatives through ICWS

Teams motivation direction setting support & Funds generation Expenses management & record keeping

- **Education:** Improve schools infrastructure, scholastic performance & teachers training. New Admissions
- **Water** - Liaison with (KWSB) & Cantonment Board Clifton (CBC) to ensure agreed water supplies to Karachi, CBC & adjacent colonies through water bowser Installation of Filter plants - availability & fair bowser distribution
- **Infrastructure Improvement and Clean Environment**
- **Free Health Camps:** General Medical Camps- Oral Hygiene awareness drives
Eye Screening Camps: vision testing -providing reading glasses . Detailed examination & free cataract surgeries
- **Ration Drives:** Distributing essential food items to families



- **“jac”** - selling skills workshops & field coaching with sales teams

Presentations skills:

Giving speeches presentations at Farmers meetings on

Jaffer brands new concepts plant nutrition higher yields

In-house meeting presentations

- **“beyond this decade”**- hard core & soft skills on JAS nutritional products understanding brands positioning use application in plant crop life cycle
- **“Territory Management & Regional Management”**
Holding - chairing monthly sales promotions meetings with Jaffer teams, distributors and farmers
- **“Business Leadership-on the job coaching”** of RM - ZMs



زندگی صرف ایک بار

Project: KESC – Paradigm shift on Safety

A very high priority project involving human life organizational reputations, workers' esteem. Undertaking need analysis, reasons for high incidence of accidents, deaths, injuries, steep incline in medical bills, absenteeism and leave.

Launched SHE team

through this project, bringing substantial improvement in all aspects.

Team building: Selection of team members from KESC employees, defining roles, simulation of live work environment, identification and availability of PPE & safety tools, training and on the job field coaching. Preparing a team of around 30 members for roll out, conducted Training of Trainers.

The program included more than 1400 team members both unionized and non-unionized including Director, GMs, DGMs, Managers, supervisors, linemen, drivers, workers and contract staff.



Abbott - Diagnostics - Addeavor

- **Learning from Customers how “To serve them better”**
A -3 tier customer driven campaign for business retention & expansion
- **Abbott Pharmaceuticals**
“Fighting Obesity and its complications”
Health awareness programs at the corporate level
- **Abbott ANI**
Creating good Luck – “Positive mood setting”



Pakistan OTSUKA

- **Creating Good Luck - 2005**
Sales training & motivation for all field forces
- **Organizational Development - 2008**
OTSUKA was faced with various organizational & management challenges of unacceptable rise in staff turnover and behaviors. COMCON assigned to perform reality check, find the irritations, de-motivation and a need analysis to devise motivation and retention strategies. COMCON recommendations/solutions were implemented with clear positive impact.



Pakistan State Oil

360-degree review (COMCON version, *Heart-2-Heart with ZA*) wide spread reach interacting with staff in key customer facing and operations departments. Reporting discussing feedback and COMCON recommendations with MD for revisiting improving policies staff benefits rewards facilities and administrative decisions

- **High Performing teams – Unionized team players** Non-management: engaging them taking pride for being **PSO** team member, continuously giving improved performance
- Success DNAs - Retail High street Industrial sales teams
- Heart – 2 – Heart
- Achieving Excellence Operations - The New Look
- **Baa-Ikhtiyaar Mein** (با اختیار میں) **(Empowered me)** with non management & support staff & Management Oil Terminals
- PSO Customers Delight. Re-inventing Myself – with middle management
- Launching PSO Lubricants Sales & Distribution network
- **HSE - My responsibility** (میری ذمہ داری) with **PSO** operational staff at oil Terminals
- **Personal Development** with middle & non management - many iterations
- **Building Trust** with Middle Management
- **کاروباری اخلاقیات - Business Ethics at the workplace** - Repeated Iterations at PSO Head Office & Installations across Pakistan



Telenor

The Forward Move - South 2

- Sales & Distribution module for South 2 Franchise Network
- Understanding of Job Description and Franchise agreement for implementation
- Engaging Telenor Regional Sales & Distribution, Merchandising teams, Franchise Owners, Franchise Sales Distribution and CS teams
- Benchmarking & standardization and meeting regulatory & legal requirements

Redefining Distribution - South 2

Enabling Distribution Effectiveness - South 1, Feb 2014

Adding value to manage S&D network and Franchise profitability



Watni – Becoming a professional salesperson with direct sales team



Karachi Chamber of commerce

Organizational Development

- Writing Job Descriptions & specifications
- Fine tune Ad for placement in leading newspapers
- Assist in **upward salary revision** finalization of job offer and appointment letter
- Job orientation for Joint secretaries & Research team
- **Selection & Recruitment** – Sifting & short listing of applications, conducting initial interviews selecting 03 candidates per position for finalization and job offer by KCCI panel. Assist the panel in final interviews job offer joining by candidates & job orientation. Recruitment included filling out various positions including Director Finance & Research. Staffing & input for establishing e-library.



Applied Engineering

- Managed KESC-SSGC-PTCL bills distribution & SSGC Meter Reading through contractual and office based company teams. Selection & Recruitment and team building, Routing and customer services. Performance Management & reporting,



Baa-Ikhtiyaar mein باختیار میں

Non Management, Support staff & Unionized Team members at
Oil & Gas exploration sites: **SUI - Kandkot - Adhi & Karachi**

College - School Teachers Training at SUI: Ownership for self discovery

SGS Pakistan for ENI – Techno & KCA DEUTAG

- **Defensive Driving workshop** – ENI Gas Field Kadanwari Drilling site at Manzalae–4

Executive Search

Helix Pharma - Martin Dow (Pharma) - Ufone - Getz Pharma - KCCI etc

Why COMCON

Multidimensional experience while serving, 02 leading multinationals in highly competitive environments for 20 years as an employee at various capacities from a basic salesperson to product management general management to Country Manager Customer services and thereafter since 1998 as professional HR Business & Training consultant. As such, have ease in relating to the perspectives and stresses of different stake holders for achieving agreed goals & objectives, making it possible to win them **emotionally** & **logically**. During the individual & organizational development processes have closely worked with employees at different tiers from MD to GMs and with work - field forces on and off the job as their trainer & coach.

Learning & solutions that are gained are ready for adoption application in the real life. Workshops & coaching sessions are highly focused activity based, close to reality and created to meet specific needs.

We are enthused to explore possibilities of working with you

Zahid Asghar

Chief Executive

COMCON

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