



# **BULLS** **BULLS**

CREATING A WORLD OF DEMAND





## MISSION

To be recognized as the largest and most productive Sales and Distribution Company of the financial Sector, adding value to our Partners and their customers.



Welcome to the World of Professional Excellence,  
Where your Success is Our Business

### *Bulls & Bulls team welcomes you all*

*Bulls & Bulls incorporated as a Private Limited Company in March, 2008, with a novel concept in Sales, Distribution and Outsourcing. Bulls & Bulls is a one window solution for the Financial Industry, inclusive of Non Banking Financial Institutions, Insurance Companies and Mutual Funds. We at Bulls & Bulls provide Wealth Management Facilitation through our Direct Sales force, Tele-Sales and Outsourced services. We have come a long way since coming into existence. A testament to our success is the number of high quality clients we have added since our inception. Our business is our partner's success. That's why leading insurance Companies & Mutual Funds have trusted us.*

#### **Strategy**

We are experts in crafting sales and marketing strategies. Our team of highly skilled sales and marketing Gurus will work with you to develop Selling Strategies that are unique, actionable and measurable. We help in building brand loyalty and drive new revenues covering critical market segment with complete & in-dept knowledge of consumers especially in retail market.

#### **Creating a World of Demand Execution**

We execute our strategies professionally, driving business solutions through Outsourcing, Human Resource consultancy, Training & Development, whether it is launching a new product or existing, we create new approaches in emerging your brand and your business. We provide complete end-to-end solutions that make a difference to your customers in a significant and measurable way.

#### **Field Force Penetration**

We believe in Field- force market penetration at the retail level in highly competitive and fragmented market. Bulls and Bulls drive this challenge as core corporate strategy and we know how to reach your target groups to build brand loyalty and increase the brand equity. You can be confident that your brand is represented in the most powerful and appropriate manner.



## DIRECT SALES FORCE & TELE SALES

Bulls & Bulls the largest retail sales & distribution network of the financial industry. We focus selling and distributing multiple product range covering critical market segments.

Our Sales team sets new standards of productivity by combining the direct sales effort with the cross selling through a state of the art telesales unit, reaching new and existing customer by connecting face-to-face with your preferred demographic marketing niche where they live, work, shop, play and travel.

### DIRECT SALES FORCE

Direct sales force creates a dedicated team of energetic sales professionals to represent different brands. Leveraging our expertise in sales force and demand management, we can supplement your current sales efforts by providing you with flexible resources and deep penetration in retail sales for your product.



## TELE SALES

We have the expertise of sales from outbound calls for our customers and helping them achieve their goals and profit. We are not only making sales but our emphasis is on building long term relationships with the customers. Our telesales officers are part of a close knit team of well trained and experienced professionals.

Our outsourced telesales model delivers immediate telesales resources to focus on new business development. We provide experienced telesales professionals who can research markets, create opportunities and open doors with senior contacts. Our people focus on strategic lead generation, building a robust, qualified sales pipeline that delivers results. We are equipped with state of the art Vici-Dial and CRM technology.

**Telesales is our business,  
and driving your sales is what we live for.”**



## OUTSOURCING

*“To seek and win a sustainable competitive edge for our partners by managing their outsourced Business Processes with professionals who are accepted and recognized globally and providing value-maximizing solutions”*

### Why Outsource?

- To Become Competitive with constant challenges in the Market
- Demanding Product Quality and Service at Lowest Cost
- Effective Utilization of your Resources
- To build a powerful outsource structure with world class expertise
- Speed up to the mark.

### Why Us?

- We aim at maximizing your revenues
- We constantly track service levels for you
- We are experts of B2B and B2C relationship as we are professional who apply international standards
- We define and craft business strategy with an application of models and shift your focus towards performance
- We bring professional skills and transparency to meet your demands

### Outsourcing benefits?

We Guarantee Maximum Efficiency with Low Resource



## OUTSOURCING

### How We Do It?

- Planning** — Knowing your organization need
- Tracking** — Defining the shortfalls and designing the improvement areas
- Enforcing** — Structured analysis and implementation tool applied
- Watch** — We are still there for your support

We provide the full spectrum of financial and Management Consultancy Services maintain the books of accounts

### We Specialized in

#### Sales & Distribution

- We train & develop Sales force that's fits in a right place in your organization, comforting your demanding needs without any additional cost
- We have a sales force that can lead the ever growing consumer taste for bank assurance product at your organization
- We have a sales force that can penetrate in every direction

### Call Center

- We have professionally skilled and highly trained Tele callers
- We have Centralized telesales unit which will operate on outbound call center basis
- Provide Customized Outsourcing solutions

### Financial Consultancy

- Corporate & Income Tax Compliance
- Payroll accounting
- Outsource Accounting
- Business Valuation Consultancy

Your Business is Our Business.....!





## HUMAN RESOURCES

We look with your eyes to develop long-term, loyal client relationships by enthusiastically anticipating, identifying, and responding to your needs. Our goal is to provide superior and innovative human resource management services that will comply with employment regulations, foster positive employee relations, and contribute to our clients' business success.

### Our Strong Virtue

- **ETHICS**  
Instinct to the preaching of what is right
- **PROFESSIONALISM**  
To continually acquire the highest level of knowledge and skills to best advice and service our clients.
- **VALUE**  
To provide services which create an environment of measurable worth and foster a mutually beneficial relationship.



## HUMAN RESOURCES

### What We Claim to be best

Enhance organization's behavior across the globe to affront our client companies' expanding Human Resources needs.

Provide enduring knowledge for our members to augment their virtue to existing and new client companies.

Market and Improve the HR Division referral service to cater clients and members.

We are there to understand the challenges employers face in the day-to-day management of their employees, we offer with multiplicity an innovative Human Resource Services that has a room for customization to divest your organization's unique essentials.

We craft your organization with professionals who are dedicated and sincere professionals as an integral part of you to accomplish Corporate and Business Strategic Objectives.

Our services are available as part of a long-term, comprehensive program or on a one-time project basis.



### Our Strong Coverage

- Training and Development Curriculum
- Recruiting & Hiring Programs
- Workers' Comp. Administration
- Employment Regulation Compliance
- Employee benefit plans
- HR Management Audits
- Labor Relations/Union Negotiations
- Structuring of Organization Hierarchy
- Health & Safety Audits
- 360 Performance Appraisal
- Executive Search

**Our wish is to fill the Winning Position in You.....!**





**BULLS ACADEMY**

Professional Business & Management  
Training Centre

## BULL'S ACADEMY

Established to meet the dynamic training needs of the Sales force and management of the company. The Bulls Academy is a professionally run outfit managed by highly qualified and certified trainers, of high repute, certified from centers of excellence like the Carnegie institute, Steven Covy institute and Dr. Edward De Bono. The Academy in addition to imparting training to the company staff goes a step further and shares its wealth of knowledge and expertise with the industry runs a training calendar of management, soft skills, and popular courses for professionals. The development programs are designed to provide the cutting edge required to meet the challenges of the industry. We set the highest standard of professional excellence in training. Creating an Innovative learning environment. Enabling you to convert your vision into reality.

## Training Process

- **Pebble 1:** Annexing a (Training Need Assessment) TNA viewing the inner side for scope definition & planning.
- **Pebble 2:** Customizing the materials with your needs.
- **Pebble 3:** Conducting of workshop/ programs certification by Bulls Academy.
- **Pebble 4:** Training Measurement, Evaluation and Follow-up Activities with stimulations.

Venturing into New Possibilities .....



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**WILSON  
JOHN REHMAT**



**BULLS ACADEMY**  
Professional Business & Management  
Training Centre

Internationally certified master trainer Wilson has been bestowed with a unique power of curiosity and observation that determine what works and what definitely does not. As heading a sales force in telecommunication industries and having analogous practical experience he allures his experiences on characteristics of successful management skills.

He has defined a path that all may choose, to become all they aspire to be as champions one day.

Prior to joining Bulls and Bulls (Pvt) Ltd Wilson was associated with China Mobile (Formerly Paktel Limited) as a Training & Development Manager and later as Regional Operational Head, taking his proficiency in a outperforming avenues of Selling Skills and Sales Process, Powerful thinking Concepts, Training of Trainers (TOT), Habits of effective People, One customer at a Time ( Customer Services Excellence)

Today, many of us are disillusioned about the fact of having unreal and unpractical life information and solutions so you are inspire to take an active step to do more by becoming more. One of the underlying keys is his awareness and the ability to work with, and get the best from others. He presents his message through real illustrations with fun and laughter. His inspirational integrity and sincerity drive it home and move people to take those actions quickly.

Wilson is an intellectual who believes in transforming your dreams that exalts the audiences in accomplishing their desire in carving the lust for more. He is result oriented what he believes in what he speaks out. Wilson has also foster international training campaign in Russia, Srilanka, Tanzania, Vietnam, Philippines, Iran, and Pakistan.

He is an effervescent & energetic person that drives his passion in you to reach a milestone that you wish to attain.

### **Wilson's Achievements**

- Certified Trainer Certification received through Dale Carnegie in Vietnam
- Certified Trainer Certification received through Mercury International Training Institute in Singapore
- Certified Trainer Certification received through Applied Sales Management of Sweden
- Certified Trainer Certification received through British Council in Pakistan
- 6 Hats Training –from Dr.Edward De-Bono institute
- 7 Habits Training – by Steven R.Covey in Asia
- One Customer at A time –in Vietnam by Jeffery Jones

**You see things; and you say 'Why?'**  
**But I dream things that never were; and I say 'Why not?'**  
**George Bernard Shaw**

## MANAGEMENT FIGURATION



**Mohammad Intesar Uddin**

CEO & Executive Director

Mr. Intesar enjoyed numerous versatile management positions in banking, telecom sector and leading multinational companies for over 16 years. He served as Executive Vice President at Standard Chartered Bank and also played a pivotal role in launching of Telenor & Paktel as Executive Director Commercial.

He has started his career “at-home” door to door promotions business and his aggressive personality has driven him towards success stories of Telenor, Standard Chartered Bank and Price Solution in Pakistan. He also led the biggest banking integration of Standard Chartered with Union Bank.

He brings along vast exposure and expertise of Financial and Telecommunication industry. The Board has appointed him as an Executive Director & CEO of Bulls & Bulls for coordination among the management and the Board and to assist the management in various other areas.

Mr. Intesar holds an MBA degree in marketing.



**Aslam Rayaz**  
Director

Aslam Rayaz is a dynamic entrepreneur; He is the Chief Executive of Super Group, established in 1982, one of the emerging groups of Pakistan having a turnover of more than a billion rupees. The group has diversified investment portfolios working in different sectors of the economy.

Beside huge stakes in real estate business and hotel management industry in Pakistan, Malaysia and UK Mr. Rayaz owns two manufacturing entities in Pakistan: Super Star Electroplating & Engineering Works (SEW) & Super-Tech Auto parts Co. (STAC). The plants are located at Karachi and Lahore spread over an area of 15,000 sq yards. The group also has the honor of being the only fully automated Electroplating service provider to Pakistan's O.E.Ms Industry.

**Mr. Azhar Iqbal Siddiqui**  
Head of Human Resource



Mr. Azhar Iqbal Siddiqui holds an MBA and has over 18 years experience in the field of HR Management. He has served in the Service, Manufacturing and Financial sector. He has held key positions in leading organizations.

Mr. Siddiqui brings along a vast & versatile experience of managing a multidimensional workforce. His forte being organizational development & policy formulation.

**Salman Ghaffar**  
Head of National Sales



Mr. Salman Ghaffar has an MBA in marketing. He personifies dynamic exposure of Supply Chain, Business Development, Sales and Retail & Distribution divisions in leading multi nationals like Unilever Pakistan Ltd and Dadox Eternit Ltd and with over 9 years diversified experience at the senior managerial level

**Shahid Hussain**  
Head of Finance



Mr. Shahid Hussain has had a diversified exposure of 13 years to his credit in the sphere of finance, audit, taxation and corporate affairs. He has orchestrated his profession in Banking, Insurance and Asset Management Companies where he has held senior and statutory positions

Mr. Hussain has distinguished memberships of Institute of Chartered Accountant of Pakistan, Institute of Cost and Management Accountant of Pakistan and Certified Financial Consultants from Canada.

**Wilson John Rehmat**  
Head of Training & Development



Mr. Rehmat manifests 18 years of experience in professional training and development in Sales management and customer service. He is a master certified trainer who has trained across the globe. He has International Certifications to his name which includes 6 Hats Training –from Dr.Edward De-Bono institute, 7 Habits Training – by Steven R.Covey in Asia & One Customer at a time –in Vietnam by Jeffery Jones. He also holds an International recognition when it comes to professional training. He was a head of training & development in one of the leading telecommunication companies of Pakistan before associating with Bulls & Bulls.

“ Only those who will risk going too far can possibly find out how far one can go”



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