aziz/saif

SESSION NOTES · ONE PAGE · SAFI INSTITUTE, CALICUT · 1 NOV 2026 · 1 H 25 MIN

Want to be an entrepreneur? *Start in sales.*

Anwar Barayil, fifty years in Gulf sales from van salesman to trade marketing manager for the Middle East, spent an afternoon with about thirty MBA and PGDM students. He asked each what they wanted to be. Almost all said entrepreneur. None could say the first step. This page is his answer, plus the goal-setting homework he gave them.

THE ONE QUESTION HE KEPT ASKING

"How did this fan, this desk, this shirt get here? Somebody sold it."

50	3	12	90%	8.1/10	22k
years in the Gulf, since 12 June 1977	pay-cut decisions that built the career	visits in 6 months for one box of Bounty	of interviewees fail by staying silent	student feedback, 24 responses	rupees a month: a SMART goal, worked out



THE 85 MINUTES, IN ORDER

Opening · 11m | His story · 23m | Why sales · 23m | Skills · 13m | Goals · 11m

- **Opening** — no lecture, interactive only; paper and pen or leave.
- **His story** — Mahe, orphaned parents, Dubai 1977, Etisalat → van → Gillette → P&G.
- **Why sales** — every business needs it, skills travel, numbers can't be suppressed.
- **Skills** — discipline, listening, persuasion, product, objections, closing, pay.
- **Goals** — football without goal posts; lifetime, long, short; SMART.
- **Close** — send me your goals, find a mentor who sells.

01 · DECISION

Take the pay cut that has a future.

Etisalat gave him 7-to-2 hours and 8,000 dirhams. He left for a 4,500-dirham van job selling chocolates in the heat, then took Gillette Riyadh at 25% less and sent his family to Chennai. 99.9% of people said he was mad.

→ When a choice has short-term loss and long-term room, ask only: do I believe it? Then stop polling people.

02 · ROOM

Everything in this room was sold.

Fan, clock, desk, the shirt on your back. Someone sold it, someone bought it. Sales is the process in between, every minute, everywhere, for products, services, ideas, events and concepts.

→ Name five things you can see. Trace who sold each one. That is the industry you are ignoring.

03 · NUMBERS

Your numbers speak louder than your manager.

An accounts clerk can be held back by a boss who dislikes him. A salesman who sells 10 cars a month cannot be passed over for the one who sold 2, even if that one is the uncle's son.

→ Pick a job where your result is a figure on a board. It is the only promotion case nobody can argue with.

04 · RESILIENCE

Twelve visits, six months, one box.

The airport grocery owner refused Bounty every fortnight because a wholesaler was 2 dirhams cheaper. On visit twelve he asked 'don't you have shame?' Answer: my salary is paid for the effort, and there is always a next time.

→ Fifteen minutes per call, then move on. But go back. The sale is in the return visit.

05 · SKILLS

Listen, verify, then speak.

OVT: obtain, verify, transmit. Know your product and the competitor's. Turn each feature into a benefit. Separate real objections from false ones. Lead with your best seller. Close with the smaller yes.

→ The 200-rupee bag: nobody buys a bag. A trainee buys the bag she will carry on her first sales call.

06 · ROUTE

Sales is the fastest road to entrepreneur.

Almost every student said 'entrepreneur'; none could say in what. His route: sales → management → leadership → your own business. Fresher 3–5 LPA, mid 8–10 LPA; Gulf sales managers average 22,000 dirhams.

→ Look at sales roles in structured companies. Ask about pay mix, quota and growth plan. Find a mentor who sells for a living.

SMART goals: "the most important lesson of the whole course"

S	M	A	R
Specific. Not "entrepreneur". A mobile shop on SM Street, Calicut, 10 lakhs, by 2030.	Measurable. 10 lakhs in 4 years = 2.5 lakh a year = 22,000 rupees a month saved.	Achievable, yet challenging. 30 crores by 2030 is not a goal, it is a wish.	Realistic. Then align: short-term → long-term → lifetime, and write it down.

Homework he set: 1 lifetime goal, 3 long-term goals (3/5/10 years), 5 short-term goals. Post them where you sit. Review before the weekend. Reward yourself for each one hit. Tell someone who will ask.

Monday morning: situation → move

You say 'I want to be an entrepreneur'	Write the shop, street, amount and year. Then work backwards to a monthly number.
A prospect says no	Ask what the real objection is. Offer the smaller order. Book the next visit.
Interview tomorrow	Talk. 90% of the thousands he interviewed failed by sitting silent, not by lacking ability.
Comfortable job, no future	Price the next five years, not the next payslip.
Goals written, nothing moving	Post them on the desk or fridge. Review before the weekend. Reward each one hit.

Want detail?

All 40 points with timestamps are one click away. The trainer's profile, feedback and contact are on his page.