

**PROFESSIONAL SALES TRAINING:
SALES DEVELOPMENT PROGRAM
FOR
SALES PRACTITIONERS
(PROSAT I / 12M)**

Compact 10S



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**“If you want one year of prosperity,
grow grain.
If you want ten years of prosperity,**

**grow trees.
If you want one hundred years of prosperity,
grow people.”**

- Ancient Chinese poem -

1.0 PROGRAM OBJECTIVES

Most sales practitioners know how to sell, but they will struggle when coming to ways in improving on their own selling competencies and effectiveness as well as leading others to improve. This is especially true when they attempt to move from relationship selling to a more professional approach to selling. More often than not, when a sales practitioner faces a prospect in unfamiliar scenarios, they become ineffective for reasons ranging from a lack of personal confidence to inadequate selling techniques in handling the sales. This sales development program is specially designed for sales portfolios and offers you a holistic approach that helps to make sure that you are able to sell effectively as well as lead others to achieve new levels of success at the marketplace. Emphasis is given to the mindset of the sales practitioners as well as refining the selling techniques of the individuals.

Professional Sales Training I: Sales Development Program For Sales Practitioners focuses on the following areas:

- Communication
- Consultative selling techniques
- Customer relationship management
- Sales mindset
- Structured selling process

2.0 LEARNING FRAMEWORK

2.1 TRAINING OUTCOME

After completing the program, you should be able to:

- Acquire fundamental skills in professional selling
- Confidently handle every stage of the selling process
- Create a loyal relationship between the customer and your company's brand and what it represents
- Cultivate a winning sales mindset
- Sell almost anything to almost anyone, every time

2.2 OUR METHODOLOGY

To change your direction, shift your thinking.

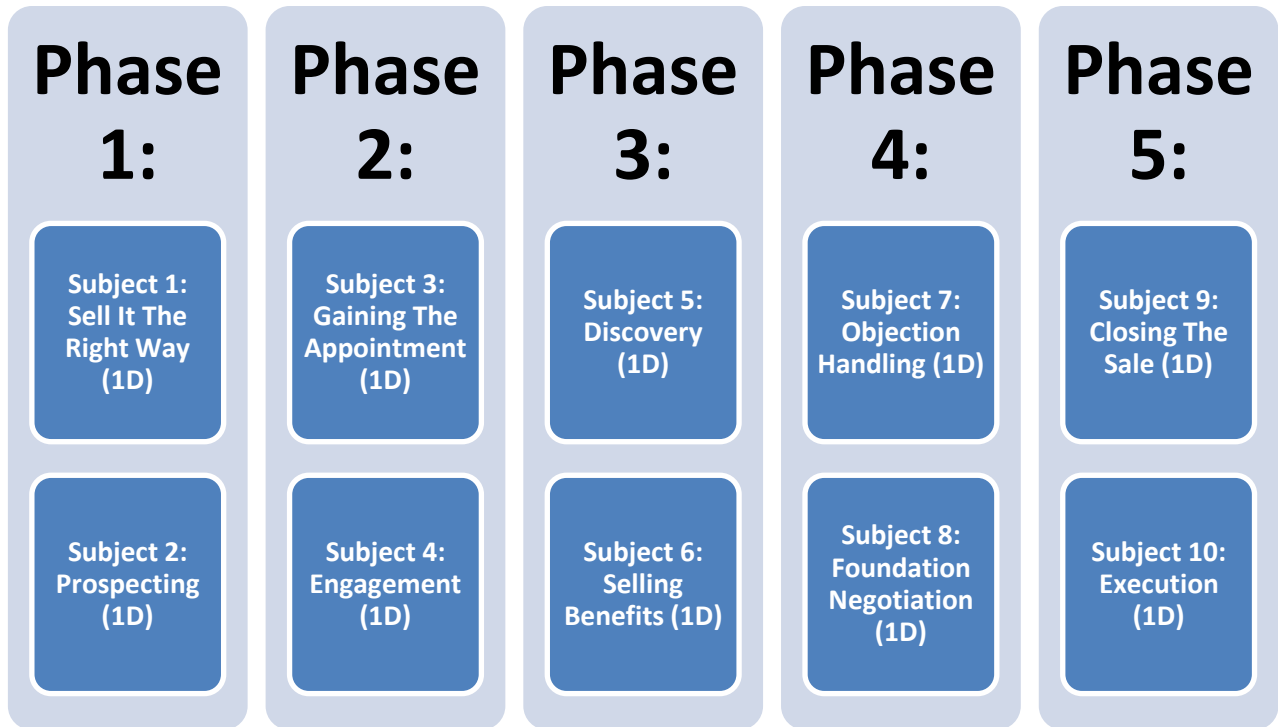
However long ago you learnt to ride a bicycle, it's likely an experience you've never forgotten. The skill remains with you today. When was your last corporate training program? How much of what was learnt is actively applied in your business today? Are all that remains the workshop manuals left on your shelf?

Our programs are initiatives that last. They encourage new ways of thinking. They open up ways to create extraordinary achievements. We believe individual behavior and attitude contribute significantly to the overall excellence of your organization. So we focus on what really matters.

Our unique methodology of combining experiential, instructional and discovery learning, and supported by modern coaching technology, creates powerful shifts in attitudes and behavior that will encourage sustainable change in your organization. These changes make an impact on results where it matters.

In our programs, you can expect an extensive use of case studies, debriefing, dyads, facilitated coaching, feedback, games and activities, group discussions, lectures, psychodramas, simulations, story-telling and structured instruments.

2.3 FRAMEWORK AND IMPLEMENTATION



Note:

1. This is a 10-subject, 5-phase, 12-month program.
2. The 10 subjects are sales development areas of overview on basic selling, prospecting, gaining the appointment, customer engagement, discovery of needs, compelling sales conversations, objection handling, fundamental negotiation, sales closing, and outlet execution.
3. These 10 subjects are addressed in 5 phases.
4. Phase 1 will cover the foundation elements: sales process and prospecting.
5. Phase 2 will cover basic selling skills: gaining the appointment and communication pillars in customer engagement.
6. Phase 3 will cover intermediate selling skills: questioning & listening skills and crafting persuasive sales conversations.
7. Phase 4 will cover advanced selling skills: objection handling and foundation negotiation.
8. Phase 5 will cover critical selling skills: closing and outlet execution.
9. Each phase will have 2 training sessions.
10. Each training session will involve 1 full day of training.
11. There will be a total of 10 training days over a 12-month period.

3.0 THE LEARNING PROCESS

Our program outline encompasses the following modules:

Subject 1: SELL IT THE RIGHT WAY

Module 1: Engagement

- The Customer Relationship Dial
- Creating positive first impressions
- Principles of influence
- Finding common ground
- Transition statements

Module 2: Discovery

- Discovery questioning
- 6 types of questioning
- 3 techniques in discovery questioning
- Active listening
- 6 techniques in active listening

Module 3: Present

- The Needs Pyramid
- Matching needs with FAB
- Value Drivers
- Sell-In / Sell-Out models
- Crafting effective sales conversations

Module 4: Close

- Business vs sales
- What are buying signals
- Types of buying signals
- Techniques in closing
- Action Planning

Subject 2: PROSPECTING

Module 1: Overview

- Developing a game plan
- Definition of prospecting in sales
- What are the opportunities
- Where are the threats
- Contact and conversion rates

Module 2: Prospecting Methods

- 10 traditional methods
- 7 Contacting Rules
- Cold call voicemail selling
- Cold call email selling
- Scripting techniques

Module 3: The Art Of Networking

- 10 innovative methods
- Social networking
- Conversation starters
- Professional networking model
- Discovery call checklist

Module 4: Methods Of Qualifying

- True prospect profile
- Transactional qualifying methods
- Consultative qualifying methods
- The 3 Go/No-Go Filters
- Suspect to prospect

Subject 3: GAINING THE APPOINTMENT

Module 1: Pre-Call Planning

- Call objectives
- Evaluating the call card
- Critical pre-call information
- Gathering pre-call information
- Sources of pre-call information

Module 2: Making Contact

- First impressions
- Getting around gatekeepers
- Opening a repeat call
- Discovery questioning techniques
- Active listening techniques

Module 3: Methods Of Approaching The Call

- Capture, stimulate and lead
- The First Act
- 10 methods of approach call
- Applying communication strategies
- Scripting techniques

Module 4: Coaching Wisdom

- 4 non-tactical objection types
- Handling different objections
- Confirming agreements
- Prepping for the actual meeting
- Sales cadence

Subject 4: ENGAGEMENT

Module 1: Overview

- Context setting
- What is communication to you
- The Communication Staircase Model
- Our worldview
- Barriers to communication

Module 2: Impression Tools

- 7 types of non-verbal communication
- The 7/38/55 Rule
- Principles of influence
- Seeking common ground
- Personal to business transition

Module 3: Interpersonal Communication

- Building credibility
- The 4 Quadrants
- Our communication style
- Other styles
- Shifting into positive action

Module 4: Being Effective In Communication

- Applying learning in the workplace and relationships
- What others say and do and what is important to them
- What we do more of when selling to others
- What we avoid doing when selling to others
- Revealing our blind spots

Subject 5: DISCOVERY

Module 1: Overview

- Context setting
- The 7/38/55 Rule
- Verbal
- Vocal
- Visual

Module 2: Discovery Questioning

- 6 discovery questioning techniques
- The Funnel Model
- Tight conversation
- Power Up!
- Asking purposeful questions

Module 3: Active Listening

- 6 active listening techniques
- Driving meaningful conversations
- Advanced interjection techniques
- Prioritizing needs
- Summarize and confirm

Module 4: Coaching Wisdom

- The Needs Pyramid
- Financial
- Operational
- Image
- Role play session

Subject 6: SELLING BENEFITS

Module 1: Overview

- Context setting
- Buying motivation
- From selling to buying
- The Needs Pyramid
- Matching needs with FAB

Module 2: Value-based Selling

- Features and Benefits
- Linking with Advantages
- FAB selling
- Linking benefits to needs
- 5 creative ways to FAB selling

Module 3: Effective Sales Arguments

- Critical Success Factors
- Unique selling propositions
- Value Drivers
- 4 motivation types
- Crafting persuasive selling conversations

Module 4: Presentation Flight

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Subject 7: OBJECTION HANDLING

Module 1: Overview

- Why people object
- Objection handling vs negotiation
- 2 categories of objections
- 10 basic objection handling techniques
- QUIET and TEST techniques

Module 2: Objection Handling

- Skepticism
- Indifference
- Misunderstanding
- Drawback
- The PLUS Model

Module 3: Advanced Techniques In Objection Handling

- Benefits Checklist
- LAQuER Process
- Pain Gain Funnel
- How to turn around dead fish deals
- Negotiating with a liar

Module 4: Variables

- What are variables
- Get and Give variables
- Yes-No-Yes Model
- Countering with variables
- Role play session

Subject 8: FOUNDATION NEGOTIATION

Module 1: The Explore Stage

- Understand the context for negotiation
- Looking for ZOPA and NOPA
- Developing BATNAs
- Listening and questioning
- Identifying needs and priorities

Module 2: The Propose Stage

- Anchoring
- Managing expectations
- Defining objectives
- Breakpoints, Stretch Targets and Great Deals
- Move Plan

Module 3: The Counter Stage

- Tactics and defense
- Making counterproposals
- Compromise, Hold and Trade
- Using variables
- Unlocking values

Module 4: The Agree Stage

- Reaching an agreement
- Summarizing, confirming and re-confirming
- Logical vs acceptable
- The Law Of Constant Change
- Follow-up

Subject 9: CLOSING THE SALE

Module 1: Overview

- Ending the game plan
- Definition of closing the sale
- What are buying signals
- Using VAK in encouraging buy-in
- ABC in closing

Module 2: Closing Methods

- Indicators Of Interest (IOI)
- Clinical techniques
- Emotional techniques
- Directive techniques
- Logical techniques

Module 3: Creative Closing Methods

- Structured brain-storming session
- Coming up with new ways
- Scripting techniques
- Labeling new styles
- ShareBox of other techniques

Module 4: Coaching Wisdom

- Cross-selling and upselling
- Getting referrals
- Account handover and debrief
- Sales journal
- Courtesy call routine

Subject 10: EXECUTION

Module 1: Overview

- What is Great Execution
- Pre-work presentation
- Execution Challenge Scoreboard
- Consumer value drivers
- WIIFM – Consumer, Customer, Company and you

Module 2: Consumer Value Drivers

- Availability
- Quality
- Affordability
- Visibility
- Trade Safari Challenge

Module 3: Using Execution Lenses

- Trade Safari Challenge presentation
- Trade Safari Challenge debrief
- Execution in the sales call
- Lens exercise – Outlet check
- Crafting sales stories to sell back to outlet

Module 4: Coaching Wisdom

- Role play A – Selling execution gaps
- Role play B – Selling execution gaps
- Role play C – Selling execution gaps
- Debrief and action planning
- Execution Challenge results and awards

4.0 TRAINER PROFILE

PHILIP LEONG

Philip, who has over 30 years' corporate and entrepreneur experience, holds a Master of Management joint degree from The Wharton School, J.L. Kellogg Graduate School of Management and Chulalongkorn University (Thailand). He is a member of ICF.

Armed with his vast experience in corporate management and entrepreneur experience, Philip's training scope covers coaching, leadership, sales, transformational mindset change and team performance. In sales, he focuses on communication, negotiation and presentation. He brings to his audiences his passion and energy together with a potent mixture of delivery styles in his trainings which include experiential learning, neuro-semantic and psychodynamics.

Philip was the director of leadership programs in AsiaWorks, Asia's leading large group awareness training (LGAT) company before moving on to manage his own business in consulting, training and coaching. During his term in AsiaWorks, he has designed and conducted numerous leadership coaching and team-building programs for thousands of individuals and corporations. Over the last few years, his audience includes 3M, AffinBank, AIA, AIG, AirAsia, Alliance, AmBank, AMD, Amway, AON, Ascott, AstraZeneca, ASTRO, Bangkok Bank, Bank Negara, BASF, BAT, BBraun, BOH, Bridgestone, Canon, CGC, Charoen Pokphand Group, CIMB, Coca-Cola, Coway, CTOS, Daikin, Dell, DHL, Digi, Experian, FedEx, Fonterra, Friesland, Fuji Xerox, Generali, Gleneagles, Great Eastern, GSK, Hewlett-Packard, Hilti, Honda, HSBC, Huawei, IBM, IKEA, IMU, Ingram Micro, Intel, INTI, IOI, IPSOS, ISKL, JobStreet, JTI, Kimberly-Clark, LEGO, LonPac, Marsh, MayBank, MEASAT, Mercedes-Benz, Monash U, Nestle, Novartis, OCBC, ON Semi, Oracle, Parkson, Petron, Petronas, Pfizer, Philip Morris, Philips, POS, Robert Bosch, Samsung, SAP, Sapura, Securities Commission, Selangor Properties, Senheng, Shangri-La, Siemens, Silverlake, Sime Darby, SONY, SP Setia, Sports Direct, Standard Chartered, ST Micro, Starbucks, Starcruise, Sunway, SWIFT, Tasek, Taylor's, Telekom, Texas Instruments, TIME, TNB, TNT, Top Glove, Toyota, U Mobile, UCSI, UMW, UOB, Volvo, Watson's, WHO and YTL. Some of his major international audience includes PT Diamond, PT Tigaraksa Satria and PT Huawei Tech in Indonesia, Servier in Myanmar, ABI and RPSGi in The Philippines, BergeBulk, LEGO, NCS and SingTel in Singapore, AmRet, CellCard and UrbanLand in Cambodia, VISA/MasterCard in Vietnam as well as Heineken, Avon and Associated British Food in the Asia Pacific region.

In 2007, Philip was elected into office of The AsiaWorks Foundation. In 2011, UCSI appointed Philip as an integral part of its team of elective trainers for their internal faculty trainings and external corporate projects. In 2016, Philip became a certified Heineken trainer for both their Global Sales Academy (GSA) as well as Global Leadership Academy (GLA). In 2020, Philip became a certified AVON trainer for their internal leadership programs. In 2023, Philip became a global licensed facilitator for The Samurai Game®.

Philip is an active community advocate and works in partnership with numerous NGOs in Malaysia and China to create a positive difference in the community he lives in. As part of his personal social responsibilities, he offers his services to conduct teambuilding trainings for various NGOs each year. He is particularly passionate about children and contributes his time and expertise extensively to

orphanages and foster homes in his community. He resides in Malaysia and China and finds great joy spending time with his wife and three children.

SINDRA ARUMUGAM

Sindra, who has over 20 years' training & corporate experience, holds a degree in International Business from University of Wales London, majoring in Human Resource Management.

She has vast experience in the automotive, financial services, business process outsourcing as well as consulting industries. She has worked for Standard Chartered Bank, HSBC, Asia Assistance Network, AIA and Sime Darby. During her tenure in these organizations, she headed various portfolios such as Front Line and Branch operations, focusing on Customer Service and Operational Efficiency. In her last corporate position, she played an instrumental part in Client Relations for brands such as Ford, Alfa Romeo and Land Rover. She also has 9 years of experience conducting training and coaching, handling tribunal cases & focusing on Customer Relationship Management.

Sindra's training scope covers team and leadership development. She is fluent in over six languages and possesses excellent interpersonal skills. Her trainings are not only energetic and engaging, but delivered in a safe and nurturing environment for people to truly experience possibilities in their lives, both at work and in relationships. She injects a catalytic blend of positive energy and resonant experience throughout her trainings, creating the best learning outcome for her audience. Besides being an ICF-certified Professional Coach (ACC), she is also a Coloured Brain facilitator as well as a Character-Building Trainer and Coach under KMB Edu. Sindra is a certified HRDF / PSMB professional trainer.

During her time as a National Service Train-The-Trainer facilitator, Sindra trained and coached many people to lead the Character-Building module for Malaysian youth. She has clocked in impressive hours as a performance coach for NLP Research International. She also spent some time as a trainer for System Latihan Dual Nasional under Kementerian Sumber Manusia in Malaysia. Over recent years, her corporate audience includes AIA, Allianz, AMD, Antah, AON, APL, AstraZeneca, Bank Rakyat, Bangkok Bank, BASF, Basis Bay, BBraun, Boehringer, British American Tobacco, Campbell Soup, Canon, China Mobile, CIMB, Cuckoo, Daikin, Dassault, EPF, Esri, Estee Lauder, Fonterra, Gleneagles Hospital, Harvey Norman, HELP, Hitachi, Honda, HSBC, IBM, IGB, Intel, INTI, IOI, Iskandar Investment Berhad, J&T, KDU, Kelloggs, Kementerian Penerangan & Multimedia, Kementerian Pertanian, Khind, Konica Minolta, LBS Bina, LonPac Insurance, McDonald's, Micron, MinDef, Motorola, MRT, Nexperia, Nirvana, NTT, Novartis, On Semi, Perkeso, Petron, Petronas, Pfizer, PruBSN, Q-Cells HanHwa, Ranhill, Roche, RTM, Servier, Sarawak Shell, Silverlake, SME Bank, SONY, Star, TikTok, Tiong Nam, Tokio Marine, Top Glove, Tune, UCSI, UEM, Uniqlo, UOB, Village Grocer, Vinda, Watson's, Western Digital, WHO, Zeiss, Zuellig and Zurich. She has also led international events such as Bangladesh Healthcare Distribution Co. in Bali Indonesia & Japan Tobacco International (JTI), Singapore as well as Ghanim in Brunei.

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Sindra is passionate about people development & transformation, and she believes everyone, regardless of their cultural or social background, has the right to design their own destiny. Sindra is married with two lovely children and resides in Malaysia. She is an active community advocate and enjoys spending her free time with her children and her pets.

ALEXANDER LEONG

Alexander, or Alex to his friends and colleagues, has over 8 years' experience in education and corporate training. He holds a bachelor's degree in philosophy from Southern Illinois University Carbondale, USA. He is a certified HRDC/PSMB professional trainer, and a member of the International Association of Facilitators (IAF).

Alex's approach to training combines the latest developments in pedagogy and andragogy, and he is a firm believer in audience-centred learning. His classroom methodology aims not just to educate, but also to inspire his audience to become the best version of themselves. His training scope covers communication, presentation skills, storytelling, problem-solving and teambuilding. By drawing on the wisdom and lessons from history and great cultures of the world, he creates an immersive and energetic classroom setting which has been described by his audience as "life-affirming."

In 2015, Alex started teaching at Help International School (HIS), becoming the youngest full-time teacher to join a team of world-class Malaysian and expatriate educators. During his tenure at HIS, he designed and implemented the Cambridge Global Perspectives program, developed their prefectorial board, and served as Head of House for sports and intramural activities. When he moved to Sayfol International School, he was appointed as the head of Social Science Department, overseeing History, Geography and Global Perspectives. In his illustrious career in education, Alex has worked with the World Scholars Cup, an educational non-profit organization that organizes academic tournaments around the world. His work with the program has sent participants to tournaments in Australia, China, Vietnam, and the USA, winning multiple awards in the process. His corporate experience for soft skills and teambuilding includes 3M, ABB, Alight Solutions, AON, Aramex, Associated British Foods, AstraZeneca, Bank Islam, Bank Rakyat, Bangkok Bank, BASF, Blacksire, CIMB, Clinical Research Malaysia (CRM), DaMaCai, Dassault Systems, DHL, DKSH, Friesland Campina, Gleneagles Hospital, Goodyear, GRAB, Health Ministry of Malaysia, Heineken Cambodia, Heriot, Hitachi, Infineon, INTI, Kimberly-Clark, KLK, KYM, Maxis, Maybank, Micron, Monash, Nando's, NXP, On Semiconductor, Puma, Securities Commission Malaysia, Shell, Silverlake, SONY, Sports Direct, Star, Takeda Pharmaceuticals, TESCO, Technip, Telekom, Texas Instruments, Top Glove, UOB, Vyncke, Watson's, World Health Organization (WHO) and Wolfspeed, amongst others.

In 2024, Alex became a global licensed facilitator for LEGO® SERIOUS PLAY®.

Professional Sales Training: Sales Development Program For Sales Practitioners (PROSAT 18 I/12M) – Compact 10S

Alex is a lover of the five great Bs in life: books, beaches, barbells, bourbon and Bach. In his free time, he cooks, spends time with his family, and trains for CrossFit. He holds a Level 1 certification from the International Kettlebell and Fitness Federation (IKFF). He enjoys helping people improve their overall health and athleticism through interval and strength training.

LAWRENCE LEONG

Lawrence has over 30 years' experience in the advertising, creative design and marketing industry. He holds a Bachelor of Arts degree from The Academy of Art University in San Francisco, USA.

He has vast experience in virtually all facets of the Malaysian advertising, from automotive, pharmaceutical, banking, retail services, hotels, telco providers and much more. He has worked for leading international advertising agencies like Ogilvy, Batey Ads, Peter Beaumont & Friends, Interface Advertising and Foote, Cone & Belding etc. While at these agencies, Lawrence expanded on his natural talent for ideation, creative storytelling, thinking outside the box, making impactful presentations, selling to difficult clients and achieving buy-in. Amongst highlights of his career was his creation of CIMB's mascot, Octo the octopus. Since its inception in early 2000, Octo is affectionately remembered and still actively featured in the bank's marketing collaterals.

Lawrence has also spent 12 years in Vancouver, Canada where he worked in various advertising and marketing related industries. He played a pivotal role in Organika, a certified organic pharmaceutical company where he was the lead marketing designer; creating all the marketing collateral for a new brand of organic coconut oil as well as their line of organic health supplements. Lawrence was also involved in a company in Vancouver, called Advanced Nutrients that produced organic fertilisers for the marijuana growing industry. There he led in the design and creation of labels, product packaging, marketing materials for trade shows, led development into the creation of product knowledge assets for the customer service teams. He also led sales teams in the setting up and tearing down of trade show booths in various big markets in North America.

He also played a pivotal role in his next position as the senior art director of Hard Rock Casino & Cafe Vancouver. There he was instrumental in the creation of marketing materials for casino and cafe promotions, successfully creating marketing assets that stand out in a crowded space; a space that is always dominated by various types of distractions, often leading to sensory overload.

Lawrence's training range covers team and creative development. He is fluent in 3 languages and possesses excellent interpersonal skills. His training is not only engaging, but delivered in a fun and memorable way. He injects a blend of positive energy and relatable experience throughout his training, creating favourable learning outcomes.

Lawrence is passionate about creativity, people development & transformation, and believes everyone, regardless of their background, can achieve what they set their mind to doing. It all comes down to "How badly do you want it?". When not creating and training, Lawrence can be found 'pounding the pavement.' He is an avid runner and hiker who enjoys the great outdoors.