

COURSE TITLE	POWERFUL MARKETING MINDSET AND STRATEGIES FOR GREATER SALES SUCCESS
DATE	9th & 10th JANUARY 2024 (TUE & WED)
DURATION	2 DAYS (9:00 am – 5:00 pm)
VENUE	JAZZ HOTEL, PENANG.

COURSE OVERVIEW

Most organizations have sales and marketing teams to market their products, but most teams don't understand what sales and marketing all are about. A strong sales strategy plan creates the foundation for a cohesive and successful sales organization. A sales strategy involves decisions, actions, and goals that inform how your sales team positions the organization and its products to close new customers. It is a guide for sales reps to follow, with clear objectives regarding sales processes, product positioning and competitive analysis.



Sales strategies and initiatives also align salespeople on shared goals and empower them to do their best work, keeping them happy and successful. Moreover, many sales teams are confused and easily feel frustrated when they are not closing enough sales. Sometimes they are even dejected when their sales pitch is rejected. However, sales rejection can be overcome through effective people skills development.

In this intensive 2-days program. Sales team members will be able to contribute significantly to their personal growth, the organization's profit, and sustainability, as well as create harmonious customer relations with customers.

LEARNING OUTCOMES

At the end of this 2-days workshop, frontliner and support staff will be able to:-

- ✓ The art of influencing customers to your thinking.
- ✓ The communication styles in effective marketing and how to be an effective communicator and listener.
- ✓ Understand the code of conduct in a sales presentation.
- ✓ The proven 5 step sales process with your prospects.
- ✓ Learn how to approach and handle customers during the sales process with confidence.
- ✓ Improve and understand the principles of customer service.
- ✓ Improve on your overall 'image branding' projection positively to the prospects.
- ✓ Understand how to cultivate a winning mentality and a positive mental attitude.
- ✓ Tactical skills in closing the final deal.

WHO SHOULD ATTEND?

This program is designed for all Sales and Marketing personnel.

COURSE BENEFITS

This program is specially designed to help participants not only understand the sales and marketing tools but also to acquire practical skills on how to apply these tools to enhance customer relationships and marketing skills.

TRAINING METHODOLOGY

The workshop is highly interactive, combining lectures with discussions, role plays, presentations and methods that are being implemented in the corporate world today.

TRAINING DURATION

Full 2 days training (9:00 am-5:00 pm)

HRD CORP REGISTERED PROGRAM ID NOS

1000163171

PUBLIC PROGRAM COURSE FEE

Single Registration – RM 1,480.00 nett per participant

Group Registration – RM 1,110.00 nett per participant

(For 4 participants or more from the same organization)

IN-HOUSE TRAINING ENQUIRY

For more information regarding our In-House/ Public Program courses, please **email us** your inquiry at sales@progresslink.com.my or to speak to our Sales Consultant at +604- 297 6881 or 011-1289 6881

For public program schedules, please visit our website: www.progresslink.com.my

Register with us today! Training fees are eligible for HRD Corp claims under the SBL- Khas scheme.



PROGRESS LINK TRAINING & CONSULTANCY SDN BHD (880988-H)

Address: C-3-1, Vantage Desiran Tanjung, Jalan Tanjung Tokong, 10470 Tanjung Tokong, Penang, Malaysia.

Tel : +6 04- 297 6881 Fax : +6 04- 297 6882

Email: sales@progresslink.com.my

COURSE MODULES

DAY 1

SALES AND MARKETING OVERVIEW AND INTRODUCTION

- ☞ What are sales and marketing?
- ☞ The 7P's of marketing – Product, Price, Place, Promotion, People, Process, and Physical Evidence.
- ☞ Understanding sales and marketing mix and its process.

MINDSET DEVELOPMENT

- ☞ Developing the winning Attitude.
- ☞ What are personal presence, power, and passion?
- ☞ How to use enthusiasm in developing a positive attitude.
- ☞ Understanding the Law of Attraction.
- ☞ Creating a personal belief system.
- ☞ Understanding your own positive personal window.
- ☞ The 8 personal steps.

EFFECTIVE SELLING

- ☞ What is selling?
- ☞ Understanding the selling equation – ASK strategy.
- ☞ 10 Selling fundamentals you must adopt.
- ☞ The sales call process using the AIDA approach.
- ☞ Using hook lines to arouse customers' interest.
- ☞ The 5-step sales presentation
- ☞ The 5-step impulse factors.
- ☞ How to welcome and handle objections.
- ☞ The closing technique.

DAY 2

CUSTOMER SERVICE DEVELOPMENT

- ☞ Understand customers' needs and wants.
- ☞ How to build rapport with your customers.
- ☞ Delivering excellent customer service with good intentions.
- ☞ The 3 steps of customer service.
- ☞ The 3 taboos of customer service.

COMMUNICATION SKILLS

- ☞ What is effective communication?
- ☞ Listening to customers.
- ☞ How to respond to non-verbal communication.
- ☞ How to create a strong presentation by using non-verbal cues.
- ☞ Understanding body language.
- ☞ Tips for excellent sales communication.
- ☞ How to make cold calls and cold appointments on the spot.
- ☞ How to make effective telemarketing.

EFFECTIVE TEAMWORK

- ☞ What is teamwork?
- ☞ How to build and empower your team.
- ☞ Setting personal and team goals.
- ☞ Understanding the law of average.
- ☞ Building trust, empowerment, aptitude, and motivation.

TRAINER PROFILE



NAME : KHONG CHING YONG (STEVEN)

PSMB CERT NO. : TTT/4873

EDUCATION BACKGROUND

Master in Business Administration (MBA)

PROFESSIONAL CERTIFICATION

Certified Train the Trainer (TTT) - (PSMB)

WORKING AND TRAINING EXPERIENCE

Mr. Steven Khong is a highly qualified and certified trainer and has been active in consultancy and training in the area of management, motivation and personal development training. He has accumulated more than 25 years of experience as a trainer and has conducted numerous of in-company and public programs to corporate organizations and professional groups.

Mr. Steven Khong was in India for more than 2 years as a training consultant responsible for the formulating of training modules and measuring the effectiveness of training to the organization and staff from nationwide. His style of training is geared towards the acceleration of learning with emphasis on involvement, interaction, innovation and positive attitude collaboration, paradigms and teamwork.



TRAINING AREAS

His expertise is drawn from his many years of training experience which covers a wide range of programs:-

- Entrepreneur Program
- Self Awareness Development Program
- Change Management
- Effective Leadership Program
- The Winning Attitude
- Train The Trainer
- Effective Management Program
- Mastering High Impact Communication And Presentation Skills At Workplace
- How to Keep Employees Motivated
- The 3,5 & 8 Steps to Effective Sales and Marketing
- Team Building Outdoor & Indoor
- Effective Supervisory Skills,
- Customer Service Excellence
- How to run meetings effectively
- Motivation Seminars
- Corporate Team Building
- Powerful Marketing Mindset And Strategies For Greater Sales Success
- Kursus Pemikiran Analitikal Dan Kreatif
- Many others soft skill programs

PROGRESS LINK

REGISTRATION FORM

POWERFUL MARKETING MINDSET AND STRATEGIES FOR GREATER SALES SUCCESS

9th & 10th JANUARY 2024 (TUE & WED)

The Manager
PROGRESS LINK TRAINING & CONSULTANCY SDN BHD
C-3-1, Vantage Desiran Tanjung, Tanjung Tokong, 10470 Tanjung Tokong, Penang, Malaysia.
Tel: 04-297 6881; Fax: 04-297 6882
Email: sales@progresslink.com.my

Dear Sir/Madam,

Please register the following participant(s) for this program as follows:-

Course Title: POWERFUL MARKETING MINDSET AND STRATEGIES FOR GREATER SALES SUCCESS Venue: JAZZ HOTEL, PENANG

Date: 9th & 10th JAN 2024

Registration (Please tick (✓) accordingly)

Single registration (1 x participant) = RM1,480.00 2 x participants = RM2,960.00 3 x participants = RM4440.00

Group registration discount (Minimum 4 participants or more from the same organisation)

No. of participants _____ x RM 1,110.00 per pax = Total RM _____

Payment Method (Please tick (✓) accordingly)

Claim under HRD Corp SBL Khas scheme (Program ID: 10001219318 - Public)

Enclosed cheque nos. _____ being payment made in favour of "PROGRESS LINK TRAINING & CONSULTANCY SDN BHD"

Online transfer / Direct bank-in to PUBLIC BANK BERHAD account number 3194 100 708 (please email us the bank-in slip)

Requested by:

Name: _____

Designation: _____

Email: _____

Company name: _____

Address: _____

Tel No.: _____ Mobile No.: _____ Fax No.: _____

Signature: _____

Date: _____

Company Stamp

Terms & Conditions:-

Kindly forward the payment to us at least one week before the commencement of the program. A completed registration form submitted by fax, mailed, or e-mailed to Progress Link & Consultancy Sdn Bhd would be confirmed. All cancellations must be made in writing. There will be no charge for cancellations received 14 or more working days before the start of the program. Cancellation received between 7 - 13 working days before the start of the program is subject to a cancellation fee of 50% of the course fees. Cancellation received 6 working days and below before the start of the program is subject to a full 100% cancellation fee of the course fees. If the full course fees are payable if the participant fails to attend the program. However, a replacement may be accepted at no additional cost, subject to approval. Progress Link Training & Consultancy Sdn Bhd reserves the right to change the facilitator, reschedule or cancel the program and all efforts will be taken to inform participants of the changes. Should the program be cancelled or postponed, Progress Link Training & Consultancy Sdn Bhd is not responsible for covering airfare, hotel, other travel costs, or any additional costs incurred by the participants.

1. Participant Name :

IC or Passport No :

Designation :

Mobile No:

Email address :

2. Participant Name :

IC or Passport No :

Designation :

Mobile No:

Email address :

3. Participant Name :

IC or Passport No :

Designation :

Mobile No:

Email address :

4. Participant Name :

IC or Passport No :

Designation :

Mobile No:

Email address :

5. Participant Name :

IC or Passport No :

Designation :

Mobile No:

Email address :

(If there are more participants, please attach a separate list)