



Organized By:
RCJ Consulting Sdn. Bhd.

SBL
Claimable
*subject to PSMB conditions

How To Be A Sales Champion



WHO SHOULD ATTEND:-

Sales Personnel who want to enhance their selling skills and new sales personnel

 REGISTER NOW

: 603-7490 4529 (Gregory)

: 603-7490 4530 (Vanessa)

Date : 9th - 10th February 2010

Venue : Prince Hotel & Residence, KL

Time : 9:00am - 5:00pm

<http://www.rcj.com.my>



All participants will receive
a course certification



Save more with
Inhouse Training



Save more with group of
participants and more

How To Be A Sales Champion

PROGRAM OVERVIEW

Personal Selling today is vital, vibrant and dynamic process. As domestic and foreign competition increase, the emphasis on productivity, personal selling is taking on a more prominent role in the corporate marketing mix. Salespeople must communicate the subtle advantages of their firm's goods and services over those of competitors. Their role has changed from persuader to consultant and problem solver.

This 2-day program is designed to make sales people be brilliant in the basics of selling and thereby being able to deliver value to the company.

PROGRAM OUTLINE

DAY 1

SESSION 1 - PROGRAM INTRODUCTION

- The Role, Process and Equation of Selling
- The Mindset of a Sales Champion

SESSION 2 - EMOTIONS AND THE FIRST CONTACT

- Understanding Customers' Mindsets
- Mirror and Matching the Customer

SESSION 3 - PROBING AND QUALIFYING

- The Funneling Method
- The History Readback Technique

SESSION 4 - THE PRESENTATION/DEMONSTRATION TACTICS

- Winning Presentation
- Benefit Selling - Unique Selling Proposition
- Emotional element in presentation and demonstration - Emotional Selling Proposition

DAY 2

SESSION 5 - HANDLING OBJECTIONS

- Appreciating Types of Objectives
- Price Negotiations
- Examining and Responding
- Role Play

SESSION 6 - CLOSING AND SERVICING THE SALE

- The Psychology and Anatomy of the Close
- Buying Signals
- Post Sale Customer Service

SESSION 7 - POWER CLOSES

- Eleven Power Closes
- How to combine the power closes

How To Be A Sales Champion

PROGRAM OBJECTIVES

Will equip sales personnel with the best tools and techniques to enhance their skills as Sales Professional. This program will develop and benefit participants on areas listed below:

- Focusing on identifying the critical factors for achieving sales excellence
- Concepts skills, techniques and approaches in dealing with customers
- Removing mind sets about selling and developing an attitude and ability to sell
- Understand buyers' thought process and how to win them over
- Learn the sales process and equation
- Get into the mindset of a champion and harness the lessons to be the true sales professional
- Learn the eleven power closes to increase your sales

PROGRAM IMPLEMENTATION

Trainer with extensive expertise will deliver the program, mixing lectures, discussions, exercises and group work.

ABOUT PROGRAM DIRECTOR - RONNIE KOH

RONNIE KOH is a Senior Consultant at RCJ Consulting Sdn. Bhd. specializing in professional sales and management development.

Starting his career as a sales representative in an American MNC, Ronnie climbed every rung of the ladder and winning various local and regional awards along the way, to become a National Sales Manager (equivalent to a Sales Director today) of a leading pharmaceutical giant. Under his leadership, Astra Malaysia (now AstraZeneca) was ranked No. 2 in the pharmaceutical industry and IMS surveys in 1992, 1993, 1994 states the following: "Astra's strength lies in the well-trained representatives which confirm the earlier findings.

When Fisher Scientific USA took over General Scientific Malaysia, Ronnie assumed the role of a General Manager in the organization so as to bring the sales operations to International standards. Similarly when American Greetings Inc., the largest greeting card company in the world took

control of Memory Lane, Ronnie again assumed the position of General Manager - Sales to professionalize the sales operations. Thus, he has over 27 years of hands-on experience in recruiting, training, developing and managing professionals of leading multinational and Malaysian companies and has contributed towards the selection and development of award-winning representatives and managers in a few industries. Some of his reputable clients are B Braun, Bayer Schering, Smith & Nephew, Ajinomoto and many more.

Ronnie is also a Certified Facilitator for the Zenger-Miller Quest Quality Program. Deeply involved in social causes, he has spent 20 years conducting literacy and empowerment programs amongst the indigenous people in the jungles of Malaysia and villages of Cambodia. He is also the Training Consultant for the National Aids Authority, an agency within the government of the Kingdom of Cambodia. He is an articulate trainer and has won many favourable comments for his training skills.

ABOUT RCJ CONSULTING

In Training - We Build People

RCJ Consulting is a firm specializing in training of managers and executives of an organization and providing consulting and advisory services in the areas of strategic marketing and business development, business finance, business redesign and change management.

In the area of training, we believe that training programs affect behavior in two ways. Firstly, it directly improves the skills necessary for the employee to successfully complete his or her job. Secondly, training increases an employee's self-efficacy i.e. it enables employees to be more willing to undertake job tasks and exert a high level of effort.

OUR BELIEF: Our progression comes from the belief that we have to: "LOOK BEYOND TOMORROW BUT TAKE ACTION TODAY".

OUR APPROACH: RCJ Consulting has a uniquely formulated approach towards executive and managerial development. It is made up of 5 key components of training, which is Finance, Marketing & Sales, Quality Products & Services, Strategy & Change; yet we give cognizance to the fact that Teambuilding, Human Resource Management, Information Technology and specific skills development are core areas for success in an organization.

IN CONSULTING: We Rationalize, We Change, We Justify

In the area of consulting, we strive for solutions whose appearance is simple but whose influence is far reaching and has both immediate and strategic benefit. We therefore aim at developing progressive, objective-oriented strategies to achieve tangible and measurable results. As we believe, that solutions must be owned by client officers and personnel, we work with clients in joint project teams and transfer skills and capabilities. This practice leads to lasting business results. We only recommend what is implementable. Our trainers and consultants are industry practitioners and professional consultants.

for any enquiries please email to rcj@rcj.com.my

WE ARE AT

2-6-4, 6th Floor,
Menara KLH Business Centre, Off 2 1/2 Miles,
Jalan Ipoh, 51200 Kuala Lumpur.
☎ : 603-2381 0567 / 603-7490 4528/29/30
Fax : 03-7490 4532
Email : rcj@rcj.com.my
Website : www.rcj.com.my



About In-House Training

If your company wishes to have a cost-effective inhouse training program customized to your company needs

PLEASE DO NOT HESITATE TO CONTACT US at:-
603-7490 4529/30 (Gregory/Vanessa)

RESERVE YOUR SEAT TODAY!

YES! I/We will attend the Program on "How To Be A Sales Champion"

9th - 10th February 2010 ---- Prince Hotel & Residence, KL.

PARTICIPANT(S) DETAILS

Name: Mr/Ms _____
Designation: _____
H/P: _____
Email: _____
Name: Mr/Ms _____
Designation: _____
H/P: _____
Email: _____
Name: Mr/Ms _____
Designation: _____
H/P: _____
Email: _____
Name: Mr/Ms _____
Designation: _____
H/P: _____
Email: _____
Name: Mr/Ms _____
Designation: _____
H/P: _____
Email: _____

TERMS & CONDITION

Registration:-

Registration forms must be completed and submitted together with full payment before commencement of the course. Otherwise, your registration(s) will be treated as unconfirmed. Payment can be made either by cheque or bank drafts payable to **RCJ CONSULTING SDN. BHD.** and crossed 'A/C PAYEE ONLY'.

Cancellation:-

Cancellation from the course is subject to the following:-
- Fourteen (14) days prior to commencement - 75% refund.
- Less than fourteen (14) days prior to the commencement - 50% refund.
- No show - no refund; if a participant fails to attend the program, the course fees will not be refunded nor allocated to another program.

COMPANY'S DETAILS

Company Name: _____ Tel: _____
Address: _____ Fax: _____
Contact Person: _____
Designation: _____
Email: _____

INVESTMENT

	EARLY BIRD RATES		SAVINGS		NORMAL RATES	
	RM		RM		RM	
	Individual	Group ***	Individual	Group ***	Individual	Group ***
PRICE	1,580	1,500/person	180	260/person	1,760	1,580/person

*** 3 or more participants
FEE INCLUDES LUNCHEONS, REFRESHMENTS AND COMPLETE SET OF MATERIAL.
IT DOES NOT INCLUDE THE COST OF ACCOMMODATIONS AND TRAVEL.

