



MAY
8-9

DORSETT GRAND **SUBANG**

MAY
13-14

G HOTEL GURNEY **PENANG**

A 2-DAY COURSE ON

MASTERING SALES EXCELLENCE



HIGHLIGHTS

Session 1: Introduction To Negotiation

Session 2: Advanced Negotiation Techniques

Session 3: Principles Of Persuasion

Session 4: Advanced Persuasion Strategies

Session 5: The Art Of Storytelling

Session 6: Storytelling Mastery

Session 7: Product Knowledge And Sales Process

Session 8: Bringing It All Together



TrainNode

**ACCELERATING BUSINESS
PERFORMANCE**

with the right learning experience,
bridging present and future
organizational needs.

INTRODUCTION

In today's dynamic and competitive business landscape, the ability to close deals, win over clients, and foster lasting relationships is paramount. This comprehensive two-day course, "Mastering Sales Excellence," is designed to equip both novice and seasoned sales professionals with the essential skills of negotiation, persuasion, and storytelling where you can unlock the potential to become a top-performing sales professional by harnessing the power of negotiation, persuasion, and storytelling. Elevate your sales game, forge stronger customer relationships, and achieve outstanding results in today's sales arena.

KEY BENEFITS

- Acquire practical negotiation techniques for a competitive edge.
- Master ethical persuasion strategies to win over clients authentically.
- Develop storytelling prowess to engage and captivate your audience.
- Gain hands-on experience through role-play exercises in realistic scenarios.
- Learn to effectively sell your product using your newfound skills.
- Receive practice materials and resources for ongoing skill development.

WHO SHOULD ATTEND

- Account Executives
- Sales Representatives
- Customer Service Personnel
- Customer Service Managers & Executives
- Business Developers
- Client Success Managers
- Department Heads
- Sales Professionals at any level

METHODOLOGY

Trainer incorporates technologies learnt from Neuro Associative Conditioning, Neuro Action Technology, fundamental Neuro Linguistic Programming with accelerated Action Learning methods to create an environment where participants will be fully engaged on both conscious and subconscious level that keeps the participants actively engaged and interested. The session has a curriculum but it will be very effective when it flows according to the respond of the participants. Therefore, PARTICIPATION is vital in this course.

Training is delivered in a highly interactive and experiential way. Concepts and background information are presented through group exercises, discussion and activities creating an environment that facilitates accelerated learning and application.

Gamified Training Learning Method

Certain activities will provide a unique experience for the participants as the trainer and his facilitators will appear in costumes to help enhance the learning experience and the program will also have a Theme involved to help link the lessons with the action plans.

The trainer will facilitate discussion of real case studies and challenges that global companies face. Each activity will be thoroughly de-briefed to link the learning to real life situations.

The trainer will facilitate discussion of real issues and challenges that the participants face in their work and private lives. Each activity will be thoroughly de-briefed to link the learning to real life situations.



TRAINER’S PROFILE

ANTHONY KONG is the Founder and CEO of Rich Life Solutions. He has enjoyed tremendous success in the network marketing industry in the past. He became the **fastest-growing income earner in the company he was in, and the record has never been broken.** He soon realized that his **creativity and innovation in marketing, sales** and **soft-skills development** could be utilized not only in that business but in corporate settings and various industries.

He then went into **serving high net-worth individuals and high-profile clientele and developed programs that are geared towards Wealth Mindset Management, Negotiation Skills, Social Media, Marketing, Sales, Leadership, Train The Trainer and Personal Development Programs.**

As no two clients are the same, he believes in crafting a specific plan for each client he serves, He also believes in listening to each client’s unique challenges and finding solutions that help to propel them to a higher level.

Besides being a certified Trainer by PSMB (HRDF) that trains in Malaysia, He also has grown from giving one-to-one business consultations to talks, conducting seminars, and workshops in countries across **Europe** and **Asia** including **Malaysia, Singapore, Philippines, Australia, China, Hong Kong, Cambodia, Thailand** and the **United Kingdom.** So far he has trained more than 50,000 participants.

As a Marketing and Sales Tactician, he has helped companies generate sales worth more than US\$ 1.6 billion and media value of more than US\$100M.

Some of the organizations that he has served and consulted are:
Ferrari , Sony , Redbull ,Apple, Ikea , Infineon, Servier, IPC Media, BankWest, Audi , Muji , Prudential , Insight Asia , Sony , Mandarin Oriental Group , Petronas , Heineken , Shell, Canon, KWSP, Bintulu Port Authority, Astro and many more.

He also was featured on Radio and on TV internationally like Capital TV, RTM, Expats Insight, Channel News Asia etc.

DAY 1

0900 **SESSION 1: INTRODUCTION TO NEGOTIATION**

- **Understanding the Basics of Negotiation**
 - Participants will learn the fundamental concepts of negotiation, including the importance of preparation, negotiation styles (competitive, collaborative, etc.), and the negotiation process itself.
- **Common Negotiation Mistakes and Pitfalls**
 - This segment will focus on identifying and avoiding common mistakes that beginners often make during negotiations. Examples include not setting clear objectives, rushing to an agreement, or being too inflexible.
- **Role-Play Exercises: Simple Negotiation Scenarios**
 - In this practical exercise, participants will engage in straightforward negotiation scenarios to apply what they’ve learned. These scenarios could involve price negotiations, contract terms, or other basic negotiation situations. This hands-on experience helps participants build confidence and understand the basics in a real-world context.

1030 Morning Coffee

1045 **SESSION 2: ADVANCED NEGOTIATION TECHNIQUES**

- **Advanced Negotiation Tactics and Strategies**
 - Senior-level participants will delve into more complex negotiation strategies such as value creation, win-win solutions, and principled negotiation. They will also explore advanced tactics like anchoring, mirroring, and framing.
- **Handling Objections and Challenging Situations**
 - This session will equip senior-level participants with techniques to handle objections, resistance, and difficult negotiation scenarios effectively. They will learn how to uncover the underlying interests of both parties and negotiate with a problem-solving mindset.
- **Role-Play Exercises: Complex Negotiation Scenarios**
 - Participants will engage in challenging negotiation simulations involving multiple variables, stakeholders, and potential roadblocks. These exercises will provide an opportunity to practice advanced negotiation techniques in realistic scenarios.

1300 Lunch

1400 **SESSION 3: PRINCIPLES OF PERSUASION**

- **The Psychology of Persuasion**
 - This session explores the psychological principles that underlie persuasion, such as social proof, scarcity, authority, and reciprocity. Participants will learn how to apply these principles ethically in sales situations.
- **Ethical Persuasion Techniques**
 - Participants will be guided on how to use persuasion techniques in an ethical and responsible manner. This includes understanding the boundaries of influence and ensuring that persuasion is based on the genuine value of the product or service.
- **Role-Play Exercises: Persuasion Scenarios**
 - Participants will practice applying persuasion principles in various sales scenarios. They will learn to craft persuasive messages and responses that resonate with potential customers.

1530 Afternoon Tea

1545 **SESSION 4: ADVANCED PERSUASION STRATEGIES**

- **Advanced Persuasion Techniques**
 - Senior-level participants will explore advanced persuasion strategies such as storytelling, emotional appeals, and framing. They will learn how to tailor their persuasive messages to different customer profiles.
- **Navigating Resistance and Skepticism**
 - This segment focuses on dealing with customer skepticism and objections using advanced persuasion techniques. Participants will develop skills to build trust and address customer concerns effectively.
- **Role-Play Exercises: Challenging Persuasion Scenarios**
 - Senior-level participants will engage in challenging persuasion scenarios, which may involve customers who are highly skeptical or resistant to the product or service. These exercises help participants refine their persuasive skills in demanding situations.

SUMMARISE KEY LESSONS AND LEARNINGS

1700 End of Day 1

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DAY 2

0900 REVIEW DAY 1 LESSONS

SESSION 5: THE ART OF STORYTELLING

- The Power of Storytelling in Sales
 - Participants will learn why storytelling is a powerful tool in sales. They will learn how stories can create emotional connections, make complex concepts relatable, and engage customers on a deeper level.
- Crafting Compelling Stories
 - This part of the session focuses on the art of crafting effective sales stories. Participants will learn about story structure, character development, and how to incorporate storytelling elements into their sales presentations.
- Role-Play Exercises: Storytelling Practice
 - In this interactive exercise, junior-level participants will practice telling stories related to your SaaS Education Technology product. They will receive feedback and refine their storytelling skills through role-play scenarios.

1030 Morning Coffee

1045 SESSION 6: STORYTELLING MASTERY

- Advanced Storytelling Techniques
 - Senior-level participants will delve into advanced storytelling techniques. This includes using metaphors, analogies, and narrative arcs to create more impactful and memorable stories.
- Personalizing Stories for Maximum Impact
 - Senior-level participants will learn how to tailor stories to specific customer profiles and situations. They'll understand how personalization enhances the persuasive power of storytelling.
- Role-Play Exercises: Advanced Storytelling Scenarios
 - In these challenging role-play exercises, senior-level participants will apply advanced storytelling techniques to complex sales scenarios. This will help them refine their storytelling skills for real-world sales situations.

1300 Lunch

1400 SESSION 7: PRODUCT KNOWLEDGE AND SALES PROCESS

- In-Depth Understanding of Your Product
 - Participants will receive comprehensive training on your SaaS Education Technology product. This includes understanding its features, benefits, and unique selling points. A deep product knowledge is essential for effective selling.
- Mapping Out the Sales Process
 - This session outlines the steps involved in the sales process, from prospecting and qualifying leads to closing deals and post-sale support. Participants will gain a clear understanding of the sales journey.
- Role-Play Exercises: Sales Process Simulation
 - Participants will engage in simulated sales scenarios where they navigate the entire sales process, from initial contact to closing a deal. This practical experience allows them to apply product knowledge and sales skills.

1530 Afternoon Tea

1545 **SESSION 8: BRINGING IT ALL TOGETHER**

- Integrating Negotiation, Persuasion, and Storytelling into the Sales Pitch
 - This session emphasizes the integration of the skills learned throughout the training program. Participants will understand how negotiation, persuasion, and storytelling can be seamlessly woven into a persuasive sales pitch.
- Pitching You Product Using Acquired Skills
 - Participants will apply their knowledge and skills to create and deliver persuasive pitches for your product. They will receive feedback and fine-tune their pitches.
- Role-Play Exercises: Comprehensive Sales Scenarios
 - In these final role-play exercises, both junior and senior-level participants will tackle comprehensive sales scenarios that incorporate negotiation, persuasion, and storytelling. These scenarios mirror real-world sales challenges and provide an opportunity to demonstrate mastery of all three skills.

OVERALL SUMMARY, WRAP-UP AND ACTIONABLE INSIGHTS AND TAKEAWAYS

1700 End of Course

WHAT PEOPLE SAY

AK
RICH LIFE SOLUTIONS
INSPIRATION • SKILLS • NETWORKING

"ACCELERATED MY LEARNING EXPERIENCE."
Jerome Fung - PHILIPPINES

"I BEGAN TO LOOK AT MARKETING AS AN IMPORTANT AREA IN INCREASING EXPOSURE AND PRODUCTIVITY"
Jimmy Chen - SINGAPORE

"VERY INTERACTIVE."
Abel Teh - MALAYSIA

"HE GIVEN ME SO MUCH INSPIRATION TO CONTINUE TO DRIVE HARD. I AM MORE COMMITTED TO MY WORK. REAL BLESSING TO HAVE HIM AS MY IDOL IN MY LIFE."
Jeremy Chee - MALAYSIA

"VERY DIFFERENT FROM OTHER MOTIVATIONAL TALKS. PRACTICAL IDEAS AND THOUGHTS. HE GOES THE EXTRA MILE."
Gigi Leong - SINGAPORE

"GREAT COMMUNICATION, WISDOM AND INSIGHT."
Aaron Teh - MALAYSIA

"I WAS CHALLENGED TO PRACTICE WHAT I'VE LEARNT INSTEAD OF JUST LISTENING TO IT. I FELT UNCOMFORTABLE AT FIRST BUT IT BECAME EASIER."
Brynda Tan - AUSTRALIA

"SKILLS TAUGHT ARE VERY USEFUL FOR SALES APPOINTMENT AND NETWORKING."
Tracy Chia - SINGAPORE

"HIS AUTHENTICITY AND TRANSPARENCY MAKES ME WANT TO LISTEN TO HIM."
Nate Moses - BRITISH COLUMBIA

"SINCERE IN DELIVERING HIS CONTENT AND MESSAGE. I LEARN HOW TO USE VERBAL PACKAGING AND THE PSYCHOLOGY OF MARKETING TO GET MORE BUSINESS."
Eunice Yuen - SINGAPORE

"DEVELOPED NEW MINDSET ON HOW TO HANDLE MY MONEY BLUEPRINT."
Carmencita Chan - PHILIPPINES

"COURSE IS ENLIGHTENING AND HELPFUL."
Leonard Sim - SINGAPORE

"5 MONTHS AFTER PROGRAM, NOW I HAVE ADDITIONAL \$105,000 IN MY ACCOUNT."
Roy Low - AUSTRALIA

"FUN AND ENTERTAINING."
Margaret Johnson - LONDON

REGISTRATION FORM

Mastering Sales Excellence

PLEASE TICK WHERE APPLICABLE

☐ MAY 8-9 SUBANG

☐ MAY 13-14 PENANG

HRD CORP CLAIMABLE COURSE: TRAINING PROGRAMME NO: 10001390248

COMPANY NAME

COMPANY ADDRESS

NATURE OF BUSINESS

MEMBER OF HRD CORP?

☐ YES

☐ NO

COMPANY SIZE

☐ 1-29

☐ 30-69

☐ 70-99

☐ 100-149

☐ 150-199

☐ 200+

CONTACT PERSON

TEL

MOBILE

EMAIL

APPROVING MANAGER NAME

TEL

MOBILE

EMAIL

DELEGATE 1 FULL NAME

POSITION

TEL

MOBILE

EMAIL

DELEGATE 2 FULL NAME

POSITION

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DELEGATE 4 FULL NAME

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EMAIL

DELEGATE 5 FULL NAME

POSITION

TEL

MOBILE

EMAIL

COURSE FEES

The fee per person is RM1895.

The full fee is required with your registration. The fee includes luncheon, coffee / tea breaks, course manual, and certificate of completion.

2 persons registered are entitled to a 10% discount.

TERMS & CONDITIONS

1. Registration & Fees Policy.

Registration is confirmed once registration form is received via email. All Payments /Undertaking Letters / Local Order (LO) / Letter of Approval must be made available and presented prior to the course.

2. Cancellation Policy

Any cancellation must be received in writing within 7 working days prior to the course else full payment will be imposed. Any no-show by registered delegates will be liable for full payment of the course fees.

3. Disclaimer & Program Changes Policy

Trainmode Sdn Bhd reserves the right to amend or cancel the course due to circumstances beyond its control. We reserved the right to modify the advertised topics or course timing whenever necessary.

PAYMENT TRANSFER BANK DETAILS

Account name

TRAINMODE SDN BHD

Account number

14100015214

Bank Name

Hong Leong Bank Berhad

CONTACT US

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14000 Bukit Mertajam, Penang

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