

the psychology of Super Sales Intelligence

with : **The Sales Psychologist**
Uncovering Your Customer`s Deepest Desires



Developing Your Ideal Sales Identity

11-12 Nov 2008, Concorde Hotel, Shah Alam, Malaysia

Ever wondered whether you have what it takes to be a Sales Superstar? A "Sales Extraordinaire" that is revered by colleagues, respected by customers and feared by competitors?

Raymond Phoon, The Sales Psychologist

Raymond Phoon is recognized as one of Asia's leading sales experts in his applications of Psychology to help professionals across varied industries win more business. As an international speaker-trainer with more than 18 years of hands-on experience, he has successfully transformed sales forces and sales professionals in Fortune 500 companies around the world by developing ideal sales cultures that drive high performance results to the organization.



The Sales Psychologist
"Sales Transformation Guru
and International Speaker"

Overview

- ✔ You may have tasted the sweetness of success many times before but now, you are finding it more and more difficult to close those key deals; while your customers are getting less predictable and worst still, have decided to work with your competitors, despite your best efforts.
- ✔ How can we fix this? Are there permanent and effective solutions to these challenges? Absolutely! The solution is in helping you find your Sales Intelligence and developing your ideal Sales Identity.
- ✔ Developing the ideal Sales Identity, maximizing your natural talents and harnessing your positive value system are absolutely crucial to achieving your fullest potential as top-notch sales professional.
- ✔ The journey taken in this workshop will bring you through key milestones of self-discovery & essential principles to enjoying more profitable sales, stronger customer relationship and greater motivational drive in your everyday endeavors.

Objectives & Outcome

A successful participant of this course will be able to:

- ✔ To achieve a positive change in your belief system and learn the 3 secrets of harnessing your natural talents & greatest sales potential
- ✔ To develop a Sales Identity that leads to a better quality buyer-seller relationship and, subsequently, more profitable sales
- ✔ Learn the importance of client values and beliefs and how it produces 'millions' for people who understand it
- ✔ Read buyers by understanding their communication styles and dominant deciding values
- ✔ Increase emotional attachment of customers & their loyalty to you
- ✔ Bring out the best qualities of your sales habits & increase communication and cooperation in those around you
- ✔ Influence others to accept more responsibility & drive for results to support your cause within your sales organization Increase self-motivational drive and achieve greater results



Who Should Attend :

Sales Professionals, Sales Leaders, Sales Agents, Business Development Professionals, Entrepreneurs, Business Owners and anyone who needs to sell directly or indirectly to get achieve bottom-line results.

DAY ONE

- ▲ Introduction to the Directive Communication methodology
 - Understanding the Psychology behind *Sales Intelligence*
- ▲ Personify and understand the framework for transforming your Sales Identity
 - Developing the master plan for success with Sales Intelligence
- ▲ Foundation of your Sales Intelligence
 - Realigning your Rules of Engagement
 - Managing perceptions and the circle of tolerance
 - Turning situational reactions to positive positioning
- ▲ Principles of the Colored Brain Processor
 - Using the Colored Brain Communication Inventory (CBCI)
 - The colored Brain insights to stimulate personal alignment
 - Understanding customer-relationship color dynamics and how to communicate effectively for directive influence

DAY TWO

- ▲ Harnessing your Sales Identity with DC Human Drivers
 - Discover the 8 categories of Human Drivers
 - Apply self-assessment principles on your motivational drive
 - Understand needs deprivation and the alignment with buyer /seller drive profile
- ▲ Application of Sales Intelligence to action-oriented strategies & on-the-ground tactics
 - Use Sales Intelligence principles to understand customer types & thinking styles and map points of results-driven influence
 - Maximize the 3Rs to build emotional loyalty and buying desire
 - Create the unprecedented sales-support environment to compliment your Sales
- ▲ Managing Objections
 - Making Objections work as immediate opportunities
 - Anticipating Objections & developing bullet-proof responses
 - Handling Objections and applying Align & Redirect Techniques to influence decision making process
- ▲ Evaluation of values and application to sales success
 - Leverage on your values & belief system to breed positive & effective results
 - Develop powerful sales habits to maximize opportunities
 - Re-create your Sales Identity to align with forward positioning precepts
 - Re-program your "R-A-S" to guarantee success
 - Becoming the Sales Super-star

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www.sirim.my/sts/ - www.directivecommunication.com



Registration Form – 2 BREAKTHROUGH DAYS on

PSYCHOLOGY OF SUPER SALES INTELLIGENCE

11-12 Nov 2008, 9:00 am - 5:00 pm, Concorde Hotel, Shah Alam, Malaysia

The Fees are inclusive of all workshop sessions, luncheon, two coffee/tea breaks, training package and certificate.

Price

Malaysia: RM 2,300.00 per participant

Group Discount

Enjoy a group discount of 5% off per head for 2 participants and 10% off per head for 3 participants and above.

To Register

Secretariat

Tel : +603-55446225/76/06

Fax : +603-5544 6289/6754

Email : sts@sirim.my

The Secretariat (Registration)

SIRIM Training Services Sdn Bhd (448249-A)

1st Floor, Building 2, SIRIM Complex

No. 1, Persiaran Dato' Menteri, Section 2

P.O. Box 7035

40911 Shah Alam, Selangor - Malaysia

Packages included:

- Coloured Brain Communication Cards
- CBCI Assessment Booklet
- Hard cover Binder Manual

Method of Payment

Full payment before the commencement date of the workshop. The cheques can be made payable to SIRIM Training Services Sdn Bhd.

Disclaimer

STS reserves the right to change the venue or postpone the workshop/course due to unforeseen circumstances without prior notice.

Grant Under PSMB

Malaysian companies registered with Pembangunan Sumber Manusia Berhad (PSMB) can apply to claim under the HRDF scheme - SBL Scheme (Skim Bantuan Latihan).

Enquiries

Please call or email to:

Khairolbariah,

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Email : khairolbariah_ismail@sirim.my

NorAzizah,

Tel : +603-5544 5968

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Rafidi,

Tel : +603- 55446206

Email : mrafidi@sirim.my

Cancellation/Substitution

All cancellations must be made in writing, via fax or email at least two weeks (10 working days) to qualify for a refund. A 30 % will be levied to cover the administrative costs.

PARTICIPANTS' DETAILS :

1. Name : _____
Designation : _____
H/P No. : _____
2. Name : _____
Designation : _____
H/P No. : _____
3. Name : _____
Designation : _____
H/P No. : _____

ORGANISATION/COMPANY DETAILS :

- Company : _____
Address : _____
Contact person : _____
Tel : _____ Fax : _____
Email : _____
Website : _____

REGISTRATIONTYPE (please tick)

- Normal Registration : RM 2,180.00 per participant
- Group Registration : RM 2,070.00 per participant
(for 2 from the same organisation, less 5% per head)
- Group Registration : RM 1,960.00 per participant
(for 3 or more from the same organisation, less 10% per head)

PAYMENT (please tick)

No. of Registered Participants :

- Cheque/ Bank Draft No : _____
Bank : _____
Total Investment : _____

- Telegraphic Transfer : Total Investment: _____

Account Name : SIRIM Training Services Sdn Bhd

Bank : Bank Islam (M) Berhad, Shah Alam

A/C No. : 1203-8010024-580

Swift Code : BIMBMYKL

(Copy of Transfer slip attached or fax to STS and all transfer charges to be borne by the participants)

CONTACT PERSON DETAILS

(Authorised Signature)

(Company Stamp)

- Name : _____
Job Title : _____
Date : _____