

Sales Dragon Selling: Unleash the Sales Dragon Within!

Date: 21st January 2010

Organized By: **ATCEN™** ACADEMY

Venue: outLOUD Studios, Damansara Perdana, P.J

Workshop Description

Sales professionals are constantly in need of new selling skills and spirit rejuvenation and this is what the Unleash the Sales Dragon Within! Sales clinic aims to achieve.

Be it individuals new to the world of unlimited earnings or experienced sales professionals who already have a proven sales record and possesses the required talent and sales experience, this sales clinic will fine-tune and polish those skills to take them to the next level of performance.

This sales clinic will provide additional tools, ideas and different approaches like establishing and maintaining the required mindset for success, a Dragon-like aggressiveness, improved questioning techniques, creating sales opportunities, creating verbal buying cues, customer pleasing objection handling and many more.

Workshop Objectives

- Develop the Sales Dragon mindset – Focused and Efficient closing machines;
- Deliver a unique sales experience to prospects;
- Create memorable product and service presentations;
- Utilize influential sales body language and business meeting practices;
- Handle objections without creating ill feelings and sounding defensive;
- Develop an aggressive mindset and a personal action plan to success.

Who Should Attend?

- Sales Professionals
- Tele-sales Professionals
- Marketing Professionals
- Tele-marketing Professionals
- Business Development Professionals



The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to ATCEN Sdn Bhd in January 2008.

Module 1: Unleashing the Sales Dragon

- Find and Release the Sales Dragon Within You
- How to Create Consistent Motivation Energy
- Sustaining the Sales Turbo You Need for Long Stretches of Time

Activities: Create your own energizer, Energizing self and others around you, Develop and sustain FOCUS.

Module 2: Influencing Prospects Using Powerful Sales Body Language & Business Meeting Practices

- Principles for Using of Body Language and the Physical Environment to Influence Buying
- The Sales Dragon Appearance, Body, Posture & Movement, Eye Contact and Facial Expression to Obtain Buy-In
- Understanding Customers' Buying Behaviors: The 4 Personality's Buying Preferences

Activities: Know your body (recognizing strengths and weaknesses of your body posture), Professional posture conditioning

Module 3: Managing and Overcome Difficult Customers and Objections for Long Term Partnerships

- Understanding the 6 Types of Objections: Misunderstanding, Skepticism, Drawback, Complaint, Authentic Obstacle and Riddance
- The Dragon Objection Handling Strategy: Listen, EmpathY, Clarify, Respond, Affirm (LYCRA)
- Customizing Personal LYCRA for Your Most Frequent Objections

Activities: Object me! – recognizing objections, Develop your own objection handling approach.

Module 4: The Way Forward – A Customer Focused Sales Culture

- Continuous Development of the Knowledge, Skills, Attitude and Habits of a Sales Professional to Create a Customer Focused Sales Culture
- Personal Action Plan: Developing a Commitment

Activities: Recognizing self development areas, Committing self to a success map.

The **training methodology** is delivered based on the Sales Dragons experiential learning methodology. This will include:

- High impact short lectures
- Challenging activities and role plays
- Non-stop action packed interaction
- Insightful experience sharing
- High level of speaker and inter-participant interaction

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

Facilitator Profile



Ken Ng
Principal Consultant
Ultimate Sales Dragon
ATCEN Sdn Bhd

Ken serves as Principal Consultant for ATCEN Sdn Bhd - a leading regional service provider in customer interaction management consulting, education & outsourcing services. He is a Certified Professional Speaker and Certified Support Manager from Service Support Professional Association, America and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as the "Sifu" to his peers, colleagues, partners and customers.

With more than 18 years of both strategic and operational sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on sales, marketing, contact centers and the customer experience in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards for the Telesales and Outbound categories.

His expertise has led to consulting and performance enhancement engagements at Multi-national Companies, Large Local Conglomerates and Government Link Companies regionally, where he focuses on the mission critical aspects of sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Human Capital Recruitment & Development, Sales & Marketing Framework, Sales Motivation & Teamwork, Business Development, business Process Rejuvenation, Performance Management implementation and Contact Center Management.

Registration Form

Sales Dragon Selling: Unleash the Sales Dragon Within Workshop 21st January 2010, outLOUD Studios, Damansara Perdana, P.J.

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Workshop Investment - RM 499 per participant

*The investment includes lunch, refreshments and training materials. **The workshop is PSMB claimable.** Subject to PSMB approval.*

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Ways to register

All cheques are to be made payable to **ATCEN COMMUNICATIONS SDN BHD** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.**

Tel : +603 7728 2623 Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature : _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

For In-House Workshop, kindly
email your enquiry to
inhousetraining@atcen.com

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: