



Customer Focused Selling (PROLUS)

(ПРОЛОС)

Date: 28th – 29th July 2009

Venue: ATCEN Learning Center, Damansara Perdana, P.J

Organized By: **ATCEN**™ ACADEMY

Workshop Description

The sales professional is usually the customer's first point of contact with an organization. This workshop specifically looks into highly beneficial customer focused sales techniques and applications. The Customer Focused Selling Workshop introduces professionals to the key elements associated with superior sales techniques and strategies. This workshop consists of modules that teach participants skills such as selling via telephone, face to face and transforming potential prospects to advocates.

Workshop Objectives

- ◇ To understand the importance of customer focused sales and a passion to exceed customer delight;
- ◇ To develop fundamental impression and communication skills;
- ◇ To develop telemarketing tactics and techniques;
- ◇ To develop professional sales presentations;
- ◇ To develop professional sales body language and business meeting etiquette;
- ◇ To develop techniques in handling objections;
- ◇ To develop a personal sales action plan.

Who Should Attend?

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

Previous Participants:

Bank Rakyat, Electronic Commerce, AIA, EON Bank, ARB, Mines, ITApps, Pharmaniaga, SME Bank, Gading Kencana, iWOW (Singapore), Telekom Applied Business, SmartPEP Global Network, Gleneagle Hospital (KL) Sdn Bhd, Maybank Group and many more.



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

The organizing committee highlighted that ATCEN is recognized as a brand leader that produces high quality, stylish products and services on a regional level, and will always be in the forefront of high quality performances.

Customer Focused Selling Workshop

Workshop Chronology

Day 1:

- 0830 Welcome Coffee and Tea
0900 **Module 1: Impression & Communication Fundamentals**
- Creating a Positive First and Lasting Impression to Exceed Customer Delight
 - Understanding the Communication Model and Process
 - Developing Questioning and Listening Techniques to Gather Information
- 1030 Tea Break
1050 **Module 2: Professional Telemarketing Prospecting**
- Call Opening and the Lead in Statements
 - Effective Call Techniques to Secure Critical Appointment: The Attention, Interest, Desire & Action Approach
 - Call Closing and the Professional Release
- 1300 Lunch
1400 **Module 3: Professional Sales Presentation**
- Sell the Benefits and Not Features to Create an Impact in the Sales Pitch
 - The Psychology of Customers Buying Behaviors: The 4 Personality Types
 - The Verbal Buying Signals and 10 Closing Techniques to Secure Sales
- 1530 Tea Break
1550 **Module 3 Continued**
1700 End of Day 1

Day 2:

- 0900 **Module 4: Professional Sales Body Language & Business Meeting Etiquette**
- Principles for Interpreting & Role of Body Language
 - Personal Appearance, Body, Posture & Movement, Eye Contact and Facial Expression
 - Understand Business Meeting Etiquette: Business Cards, Marketing Materials and Seating Arrangements
- 1030 Tea Break
1050 **Module 5: Handling Difficult Customers and Objections**
- The 4 Basic Objections: No Money, No Need, No Hurry, No Confidence
 - The Objection Handling Strategy: Acknowledge-Diffuse-Response Approach
 - Overcome The Objections: Developing Scripts for Handling Objections
- 1300 Lunch
1400 **Module 6: 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
 - Develop Long Term Objectives, Short Term Goals and Immediate Targets with the SMART Technique
 - Personal Action Plan: Developing a Commitment
- 1530 Tea Break
1550 **Module 6 Continued**
1700 End of Day 2



Yandaro Al Amien
Training Consultant
ATCEN Sdn Bhd

Yandaro is a persuasive communicator and exceptional sales professional. Yandaro obtained his BSc. degree majoring in Management Information System and a minor in Psychology from Upper Iowa University U.S.A.

Helping organizations develop customers, build relationships, and increase bottom-line, Yandaro's training workshops have taught participants how to increase sales numbers and market share through his concepts and appealing presentation style.

Prior to joining ATCEN, Yandaro held key Training and Development position in Public listed companies in Malaysia. His extensive experience in sales, marketing and service was developed through employment and projects in various industries such as property development, banking, hospitality, tourism, public relations and education. His training specialty is excelling in sales performance and service experience delivery. An energetic, passionate and inspiring speaker, Yandaro has motivated numerous sales professionals in exceeding their sales performance.

In areas of human performance development, he has worked with numerous profit and non-profit organizations and government linked corporations such as Bank Islam, Bank Rakyat, CIMB, RHB Insurance, Hewlett Packard, Nanyang Foundation, Country Heights Group, Mines Resort City, Henry Gurney School, EVL Group, The Ministry of Education, The Ministry of Youth, The Ministry of Women and Family Affairs, and The Accredited Association of Advertising Agencies.

Yandaro's audiences have continuously outmarketed, outsold, and outsourced their competition by applying skills internalized in his high-touch marketing, sales, service, and relationship-building training programs.

Registration Form:
Customer Focused Selling Workshop on 28th – 29th July 2009
ATCEN Learning Center, Damansara Perdana, P.J

Yes! Please register the delegate(s) for this event
(Kindly photocopy for more delegates)

Delegate 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Human Resource / Approving Manager:

Job Title: _____

Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

How did you find out about this event?

Please tick (✓) your choice(s)

- From ATCEN email notification
- From Colleague, Management, HR or Training Department
- Others: _____

For Office Use Only

Contact Person: _____

Invoice Number: _____

Remarks: _____

Training Workshop Investment - RM 800
(PROLUS)

The investment includes lunch, refreshments and training materials.

- **The program is PSMB claimable.** Subject to PSMB approval.
- **Institute Bank-Bank Malaysia (IBBM):** ATCEN is recognized and is authorized by IBBM to conduct people development training to banks operating in Malaysia.
- **Group Discount of 10%** for 3 or more participants who register for the program at the same time and are from the same organization.

Terms & Conditions

1. Upon receiving 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 program.
2. Payment is required upon the confirmation of the 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 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement date 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 program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

Ways to register

All cheques are to be made payable to **ATCEN SDN BHD** and mail your 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 _____

Authorized Signature : _____

Company Stamp Chop : _____

Invoice Attention To

(Mr/Ms): _____