# PROFESSIONAL SALES TRAINING:
# SALES DEVELOPMENT PROGRAM
# FOR
# KEY ACCOUNT & CUSTOMER MANAGEMENT
# (PROSAT III / 6D)

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**"The greatest danger for most of us**
**is not that our aim is too high and we miss it,**
**but that it is too low and we reach it."**

- Michelangelo -

## 1.0 PROGRAM OBJECTIVES

The journey a customer will take, from the time they were a mere prospect, to becoming a customer of ours, is key to our selling success. Despite the hard work in converting prospects to customers, many companies struggle to maintain their customer base, let alone grow the business. This is the "hole in the bucket" scenario where we keep putting in new customers and still find shortfalls in our overall business performance, either due to lost customers in the process or stagnant customer growth, or both. If we are to truly succeed in selling, we must find a balance between converting prospects to customers and maintaining and growing the customer base. Only by being able to "keep, hold and grow" our customer base can we then truly enjoy the long-term success of our selling efforts. Therefore, how do we maintain the business we have gained as well as grow the accounts progressively over time? Besides effective customer servicing, account management strategies will be crucial in defending our customers from the onslaught of the competition as well as enabling increased spend from our existing customer base. In today's fast-changing environment, we explore insights on how we can use data to craft compelling selling stories to, not only 'defend' our customers from the competition but also 'attack' new business growth areas within the customer base.

This program is specially designed for major and key accounts that aims to make aggressive inroads to new markets and customers retention through tested key account selling techniques. When done in a holistic approach, you will be able to truly sell, and grow your business confidently.

**Professional Sales Training III: Sales Development Program For Key Account & Customer Management** focuses on the following areas:

- Active listening and discovery questioning
- Consultative selling
- DISC and application in sales
- Influence and persuasion

- Value-based selling

## 2.0 LEARNING FRAMEWORK

### 2.1 TRAINING OUTCOME

After completing the program, you should be able to:

- Create a loyal relationship between the customer and your company's range of products and solutions
- Maintain customers with minimum effort and maximum results in revenue and profitability
- Maximize the effectiveness of customer and industry data
- Sell almost anything to almost anyone, every time
- Use various account management strategies to develop winning solutions for your customers

### 2.2 OUR METHODOLOGY

To change your direction, shift your thinking.

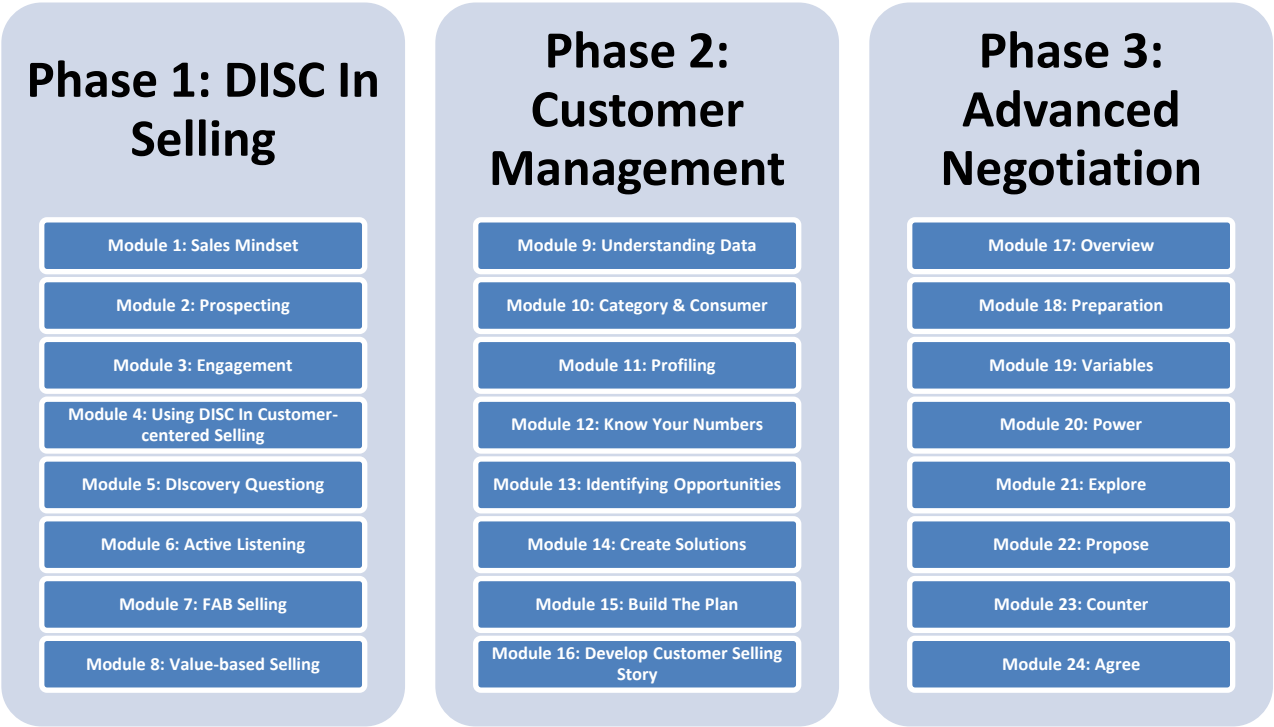
However long ago you learnt to ride a bicycle, it's likely an experience you've never forgotten. The skill remains with you today. When was your last corporate training program? How much of what was learnt is actively applied in your business today? Are all that remains the workshop manuals left on your shelf?

Our programs are initiatives that last. They encourage new ways of thinking. They open up ways to create extraordinary achievements. We believe individual behavior and attitude contribute significantly to the overall excellence of your organization. So we focus on what really matters.

Our unique methodology of combining experiential, instructional and discovery learning, and supported by modern coaching technology, creates powerful shifts in attitudes and behavior that will encourage sustainable change in your organization. These changes make an impact on results where it matters.

In our programs, you can expect an extensive use of case studies, debriefing, dyads, facilitated coaching, feedback, games and activities, group discussions, lectures, psychodramas, simulations, story-telling and structured instruments.

## 2.3 FRAMEWORK AND IMPLEMENTATION




Note:

1. **This is a 24-module, 3-phase, 6-day program.**
2. **The 24 modules are sales development areas of key account management with the focus on DISC in selling, customer management and advanced negotiation.**
3. **These 24 modules are addressed in 3 phases.**
4. **Phase 1 will cover the fundamentals: Sales mindset, prospecting, engagement, DISC in selling, discovery questioning, active listening, FAB selling and value-based selling.**
5. **Phase 2 will cover customer management: understanding data, category & consumer, profiling, know your numbers, identifying opportunities, create solutions, build the plan and develop customer selling story.**
6. **Phase 3 will cover advanced negotiation: preparation, objectives, critical information, variables, power, trading plan, language and the 4 stages of negotiation.**
7. **Each phase will have 1 training sessions.**

8. **Each training session will involve 2 full day of training.**
9. **There will be a total of 6 training days over a 6-day period.**

## 3.0 THE LEARNING PROCESS

Our program outline encompasses the following modules:

## Phase 1: DISC IN SELLING

## Day 1:

**Module 1: Sales Mindset**

- Context setting
- Building winning habits
- Bills of rights
- What is our sales vision
- Mapping our plan

**Module 2: Prospecting**

- Lead generation
- Qualifying the prospect using MAN
- The 3 'Go/No-Go' filters
- Pipeline management: Cadence and contact plans
- Work hard vs work smart: Conversion rates

**Module 3: Engagement**

- The Customer Relationship Dial
- 7 Impression Tools
- Finding common ground
- Principles of influence
- Transition statements

**Module 4: Using DISC In Customer-Centered Selling**

- Applying learning in relationship building
- What others say and do and what is important to them
- What we do more of when selling to others
- What we avoid doing when selling to others
- Revealing our blind spots

## Phase 1: DISC IN SELLING

## Day 2:

**Module 5: Discovery Questioning**

- 6 discovery questioning techniques
- The Funnel Model
- Tight conversation
- Power Up!
- Asking purposeful questions

**Module 6: Active Listening**

- 6 active listening techniques
- Driving meaningful conversations
- Advanced interjection techniques
- Prioritizing needs
- Summarize and confirm

**Module 7: FAB Selling**

- Features and Benefits
- Linking with Advantages
- FAB selling
- Linking benefits to needs
- 5 creative ways to FAB selling

**Module 8: Value-based Selling**

- Critical Success Factors
- Unique selling propositions

- Value Drivers
- Sell in / Sell Out models
- Crafting persuasive selling conversations

## Phase 2: CUSTOMER MANAGEMENT

## Day 3:

**Module 9: Understanding Data**

- Overview
- What is Customer Management
- Developing a deep understanding of customers
- Factors and trends
- PESTLE

**Module 10: Category & Consumer**

- Triggers and barriers
- Target consumer
- Category issues and opportunities
- Consumer insights
- SWOT within category

**Module 11: Profiling**

- Customer commercial objectives and strategies
- Customer segmentation
- Customer outlet profile
- Customer Needs Pyramid
- Strategic alignment matrix

**Module 12: Know Your Numbers**

- Traffic lights
- Key take-outs
- Customer dashboard
- Understand summary

- Action planning and preparation

## Phase 2: CUSTOMER MANAGEMENT

## Day 4:

**Module 13: Identifying Opportunities**

- Triple Win
- Quantifying opportunities
- Aligned opportunities
- Commercial and operational opportunities
- Prioritize and summary

**Module 14: Create Solutions**

- Early customer engagement
- Big idea creation
- Develop Path To Purchase (P2P) solutions
- Prioritize solutions
- Add solutions to the Pyramid

**Module 15: Build The Plan**

- Consumer / shopper value drivers
- Trade terms and marketing investment
- Creating solution KPIs
- Year 1 activity schedule
- Customer waterfall

**Module 16: Develop Customer Selling Story**

- Bringing the Pyramid, Year 1 activities and waterfall together
- Create customer selling story
- Hotseat
- Feedback
- Review

## Phase 3: ADVANCED NEGOTIATION

## Day 5:

**Module 17: Overview**

- Selling vs negotiating
- Objection handling vs negotiation
- Definition of negotiation
- Expectations and challenges
- The negotiation process

**Module 18: Preparation**

- Stages of negotiation
- 3 key objectives
- ZOPA and NOPA
- The 5 Critical Information
- Managing perspectives

**Module 19: Variables**

- Definition of variables
- Our Get and Give variables
- Defining values
- Identifying customer Get variables
- Prioritizing tradeable variables

**Module 20: Power In Negotiation**

- Assessing power
- 5 Power Factors
- Negotiation planning tools
- Creating width
- Using a Move Plan to provide depth

## Phase 3: ADVANCED NEGOTIATION

## Day 6:

**Module 21: Explore And Propose**

- Principles of influence
- Discovery questioning techniques
- Active listening techniques
- Finding ZOPA
- Anchoring and managing expectations

**Module 22: Language**

- Reframing
- The I:You ratio
- Phrases and words to use
- Phrases and words to avoid
- Presence and non-verbal cues

**Module 23: Counter**

- Buyer tactics
- Neutralizing techniques
- Countering tactics with seller defence
- The 3F
- Offensive defensive

**Module 24: Agree**

- Law of inertia change and how to overcome it
- Summarize and confirm
- GEAR execution
- Consolidation
- Coaching wisdom

## 4.0 TRAINER PROFILE

## PHILIP LEONG

Philip, who has over 30 years' corporate and entrepreneur experience, holds a Master of Management joint degree from The Wharton School, J.L. Kellogg Graduate School of Management and Chulalongkorn University (Thailand). He is a member of ICF.

Armed with his vast experience in corporate management and entrepreneur experience, Philip's training scope covers coaching, leadership, sales, transformational mindset change and team performance. In sales, he focuses on communication, negotiation and presentation. He brings to his audiences his passion and energy together with a potent mixture of delivery styles in his trainings which include experiential learning, neuro-semantics and psychodynamics.

Philip was the director of leadership programs in AsiaWorks, Asia's leading large group awareness training (LGAT) company before moving on to manage his own business in consulting, training and coaching. During his term in AsiaWorks, he has designed and conducted numerous leadership coaching and team-building programs for thousands of individuals and corporations. Over the last few years, his audience includes 3M, AffinBank, AIA, AIG, AirAsia, Alliance, AmBank, AMD, Amway, AON, Ascott, AstraZeneca, ASTRO, Bangkok Bank, Bank Negara, BASF, BAT, BBraun, BOH, Bridgestone, Canon, CGC, Charoen Pokphand Group, CIMB, Coca-Cola, Coway, CTOS, Daikin, Dell, DHL, Digi, Experian, FedEx, Fonterra, Friesland, Fuji Xerox, Generali, Gleneagles, Great Eastern, GSK, Hewlett-Packard, Hilti, Honda, HSBC, Huawei, IBM, IKEA, IMU, Ingram Micro, Intel, INTI, IOI, IPSOS, ISKL, JobStreet, JTI, Kimberly-Clark, LEGO, LonPac, Marsh, MayBank, MEASAT, Mercedes-Benz, Monash U, Nestle, Novartis, OCBC, ON Semi, Oracle, Parkson, Petron, Petronas, Pfizer, Philip Morris, Philips, POS, Robert Bosch, Samsung, SAP, Sapura, Securities Commission, Selangor Properties, Senheng, Shangri-La, Siemens, Silverlake, Sime Darby, SONY, SP Setia, Sports Direct, Standard Chartered, ST Micro, Starbucks, Starcruise, Sunway, SWIFT, Tasek, Taylor's, Telekom, Texas Instruments, TIME, TNB, TNT, Top Glove, Toyota, U Mobile, UCSI, UMW, UOB, Volvo, Watson's, WHO and YTL. Some of his major international audience includes PT Diamond, PT Tigaraksa Satria and PT Huawei Tech in Indonesia, Servier in Myanmar, ABI and RPSGi in The Philippines, BergeBulk, LEGO, NCS and SingTel in Singapore, AmRet, CellCard and UrbanLand in Cambodia, VISA/MasterCard in Vietnam as well as Heineken, Avon and Associated British Food in the Asia Pacific region.

In 2007, Philip was elected into office of The AsiaWorks Foundation. In 2011, UCSI appointed Philip as an integral part of its team of elective trainers for their internal faculty trainings and external corporate projects. In 2016, Philip became a certified Heineken trainer for both their Global Sales Academy (GSA) as well as Global Leadership Academy (GLA). In 2020, Philip became a certified AVON trainer for their internal leadership programs. In 2023, Philip became a global licensed facilitator for The Samurai Game®.

Philip is an active community advocate and works in partnership with numerous NGOs in Malaysia and China to create a positive difference in the community he lives in. As part of his personal social responsibilities, he offers his services to conduct teambuilding trainings for various NGOs each year. He is particularly passionate about children and contributes his time and expertise extensively to

orphanages and foster homes in his community. He resides in Malaysia and China and finds great joy spending time with his wife and three children.

## SINDRA ARUMUGAM

Sindra, who has over 20 years' training & corporate experience, holds a degree in International Business from University of Wales London, majoring in Human Resource Management.

She has vast experience in the automotive, financial services, business process outsourcing as well as consulting industries. She has worked for Standard Chartered Bank, HSBC, Asia Assistance Network, AIA and Sime Darby. During her tenure in these organizations, she headed various portfolios such as Front Line and Branch operations, focusing on Customer Service and Operational Efficiency. In her last corporate position, she played an instrumental part in Client Relations for brands such as Ford, Alfa Romeo and Land Rover. She also has 9 years of experience conducting training and coaching, handling tribunal cases & focusing on Customer Relationship Management.

Sindra's training scope covers team and leadership development. She is fluent in over six languages and possesses excellent interpersonal skills. Her trainings are not only energetic and engaging, but delivered in a safe and nurturing environment for people to truly experience possibilities in their lives, both at work and in relationships. She injects a catalytic blend of positive energy and resonant experience throughout her trainings, creating the best learning outcome for her audience. Besides being an ICF-certified Professional Coach (ACC), she is also a Coloured Brain facilitator as well as a Character-Building Trainer and Coach under KMB Edu. Sindra is a certified HRDF / PSMB professional trainer.

During her time as a National Service Train-The-Trainer facilitator, Sindra trained and coached many people to lead the Character-Building module for Malaysian youth. She has clocked in impressive hours as a performance coach for NLP Research International. She also spent some time as a trainer for System Latihan Dual Nasional under Kementerian Sumber Manusia in Malaysia. Over recent years, her corporate audience includes AIA, Allianz, AMD, Antah, AON, APL, AstraZeneca, Bank Rakyat, Bangkok Bank, BASF, Basis Bay, BBraun, Boehringer, British American Tobacco, Campbell Soup, Canon, China Mobile, CIMB, Cuckoo, Daikin, Dassault, EPF, Esri, Estee Lauder, Fonterra, Gleneagles Hospital, Harvey Norman, HELP, Hitachi, Honda, HSBC, IBM, IGB, Intel, INTI, IOI, Iskandar Investment Berhad, J&T, KDU, Kelloggs, Kementerian Penerangan & Multimedia, Kementerian Pertanian, Khind, Konica Minolta, LBS Bina, LonPac Insurance, McDonald's, Micron, MinDef, Motorola, MRT, Nexperia, Nirvana, NTT, Novartis, On Semi, Perkeso, Petron, Petronas, Pfizer, PruBSN, Q-Cells HanHwa, Ranhill, Roche, RTM, Servier, Sarawak Shell, Silverlake, SME Bank, SONY, Star, TikTok, Tiong Nam, Tokio Marine, Top Glove, Tune, UCSI, UEM, Uniqlo, UOB, Village Grocer, Vinda, Watson's, Western Digital, WHO, Zeiss, Zuellig and Zurich. She has also led international events such as Bangladesh Healthcare Distribution Co. in Bali Indonesia & Japan Tobacco International (JTI), Singapore as well as Ghanim in Brunei.

Sindra is passionate about people development & transformation, and she believes everyone, regardless of their cultural or social background, has the right to design their own destiny. Sindra is married with two lovely children and resides in Malaysia. She is an active community advocate and enjoys spending her free time with her children and her pets.

## ALEXANDER LEONG

Alexander, or Alex to his friends and colleagues, has over 8 years' experience in education and corporate training. He holds a bachelor's degree in philosophy from Southern Illinois University Carbondale, USA. He is a certified HRDC/PSMB professional trainer, and a member of the International Associational of Facilitators (IAF).

Alex's approach to training combines the latest developments in pedagogy and andragogy, and he is a firm believer in audience-centred learning. His classroom methodology aims not just to educate, but also to inspire his audience to become the best version of themselves. His training scope covers communication, presentation skills, storytelling, problem-solving and teambuilding. By drawing on the wisdom and lessons from history and great cultures of the world, he creates an immersive and energetic classroom setting which has been described by his audience as "life-affirming."

In 2015, Alex started teaching at Help International School (HIS), becoming the youngest full-time teacher to join a team of world-class Malaysian and expatriate educators. During his tenure at HIS, he designed and implemented the Cambridge Global Perspectives program, developed their prefectorial board, and served as Head of House for sports and intramural activities. When he moved to Sayfol International School, he was appointed as the head of Social Science Department, overseeing History, Geography and Global Perspectives. In his illustrious career in education, Alex has worked with the World Scholars Cup, an educational non-profit organization that organizes academic tournaments around the world. His work with the program has sent participants to tournaments in Australia, China, Vietnam, and the USA, winning multiple awards in the process. His corporate experience for soft skills and teambuilding includes 3M, ABB, Alight Solutions, AON, Aramex, Associated British Foods, AstraZeneca, Bank Islam, Bank Rakyat, Bangkok Bank, BASF, Blacksire, CIMB, Clinical Research Malaysia (CRM), DaMaCai, Dassault Systems, DHL, DKSH, Friesland Campina, Gleneagles Hospital, Goodyear, GRAB, Health Ministry of Malaysia, Heineken Cambodia, Heriot, Hitachi, Infineon, INTI, Kimberly-Clark, KLK, KYM, Maxis, Maybank, Micron, Monash, Nando's, NXP, On Semiconductor, Puma, Securities Commission Malaysia, Shell, Silverlake, SONY, Sports Direct, Star, Takeda Pharmaceuticals, TASCO, Technip, Telekom, Texas Instruments, Top Glove, UOB, Vyncke, Watson's, World Health Organization (WHO) and Wolfspeed, amongst others.

In 2024, Alex became a global licensed facilitator for LEGO® SERIOUS PLAY®.

Alex is a lover of the five great Bs in life: books, beaches, barbells, bourbon and Bach. In his free time, he cooks, spends time with his family, and trains for CrossFit. He holds a Level 1 certification from the International Kettlebell and Fitness Federation (IKFF). He enjoys helping people improve their overall health and athleticism through interval and strength training.

## LAWRENCE LEONG

Lawrence has over 30 years' experience in the advertising, creative design and marketing industry. He holds a Bachelor of Arts degree from The Academy of Art University in San Francisco, USA.

He has vast experience in virtually all facets of the Malaysian advertising, from automotive, pharmaceutical, banking, retail services, hotels, telco providers and much more. He has worked for leading international advertising agencies like Ogilvy, Batey Ads, Peter Beaumont & Friends, Interface Advertising and Foote, Cone & Belding etc. While at these agencies, Lawrence expanded on his natural talent for ideation, creative storytelling, thinking outside the box, making impactful presentations, selling to difficult clients and achieving buy-in. Amongst highlights of his career was his creation of CIMB's mascot, Octo the octopus. Since its inception in early 2000, Octo is affectionately remembered and still actively featured in the bank's marketing collaterals.

Lawrence has also spent 12 years in Vancouver, Canada where he worked in various advertising and marketing related industries. He played a pivotal role in Organika, a certified organic pharmaceutical company where he was the lead marketing designer; creating all the marketing collateral for a new brand of organic coconut oil as well as their line of organic health supplements. Lawrence was also involved in a company in Vancouver, called Advanced Nutrients that produced organic fertilisers for the marijuana growing industry. There he led in the design and creation of labels, product packaging, marketing materials for trade shows, led development into the creation of product knowledge assets for the customer service teams. He also led sales teams in the setting up and tearing down of trade show booths in various big markets in North America.

He also played a pivotal role in his next position as the senior art director of Hard Rock Casino & Cafe Vancouver. There he was instrumental in the creation of marketing materials for casino and cafe promotions, successfully creating marketing assets that stand out in a crowded space; a space that is always dominated by various types of distractions, often leading to sensory overload.

Lawrence's training range covers team and creative development. He is fluent in 3 languages and possesses excellent interpersonal skills. His training is not only engaging, but delivered in a fun and memorable way. He injects a blend of positive energy and relatable experience throughout his training, creating favourable learning outcomes.

Lawrence is passionate about creativity, people development & transformation, and believes everyone, regardless of their background, can achieve what they set their mind to doing. It all comes down to "How badly do you want it?". When not creating and training, Lawrence can be found 'pounding the pavement.' He is an avid runner and hiker who enjoys the great outdoors.