

YC Chow's

A two-day intensive course



Black Belt

SELLING



100 % MONEYBACK GUARANTEE

*Strategies to outdo, outperform,
outwit your competition
in tough times*

Techniques

**HRDF
Claimable
Under SBL
Scheme**

Venue : **Armada Hotel, PETALING JAYA**

Date : **25 – 26 APRIL 2011**

Time 9.00 am - 5.00 pm

About the Course

Black Belt Selling Techniques is a two-day intensive training workshop designed to equip the participants with a set of advanced selling and persuasion methods.

This course is designed for those in sales profession aspiring to *achieve top results in selling*.

Selling today is different than it has been in years past. So many of the old techniques of yesteryear are no longer appropriate in today's business environment. Customers are evolving and getting more sophisticated. They are making more demands and are no longer responding to the hackneyed, manipulative, tried and true closing techniques that seemed to work so well before.

As people get more sophisticated, those of us in the business of selling should sell less and influence more. We need to pay closer attention to how to communicate differently with different personalities. We need to understand how buying decisions are made and what matters to the decision makers. We need to respond to more than simply how people buy. We need to respond to their varied communication and thinking patterns. In doing so, we can make and accelerate our own success.

Trainer's Profile

YC Chow is a success coach, strategy consultant, author and a much sought after trainer in Asia. His work reflects over 35 years of senior management experience both as a practitioner and a consultant.

His interests are in helping organizations and individuals succeed through transforming and transcending their performance. He regularly conducts high energy soft skills training workshops revolving around selling, service delivery, interpersonal skills, communication, leadership & management, time management and success strategies.

YC Chow is the Executive Director of PJMS, a company he established in 2001 after a long and illustrious career in a major international shipping company where he held, interalia, the position of Managing Director. YC Chow holds a third degree black belt in Karate, has trekked to the Everest Base Camp and is the author of 5 books; three on selling skills, one on time management and the other on self management. In the past twelve months, He has trained in Malaysia, Singapore, Indonesia, India, China, UAE, Vietnam & Myanmar.

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Two-day Program Outline

- ☛ From Selling To *Helping Customers Buy*
- ☛ The Three *Master Strategies*
- ☛ *MindSetting* In Sales
- ☛ The Skill of *Building & Maintaining Rapport*
- ☛ The Skill of *Probing & Asking Questions*
- ☛ *Presenting Relevant Benefits & Unique Strengths*
- ☛ *Closing The Sale – 12 Techniques*
- ☛ Identifying & Responding to *Buying Signals*
- ☛ Effective *Tactics to Handle Objections & Move The Sales Forward*
- ☛ Understanding *Customer Personalities & Decision Making Process*
- ☛ Using Different *Communication Strategy With Different Personality Type*
- ☛ *Questions & Answers*



Course Fee

RM 1790 / participant
*inclusive course materials,
lunch, tea-breaks & certificate
of attendance*

Master Class Training Series

Early Bird Discount
RM 1690 / participant for
registration received 2
weeks before course date.

HRDF Claimable Under SBL Scheme



Super Early Bird –
Participants who register and pay before 5th April 2011 –
**Get 5 Books Written By The
SPEAKER Absolutely FREE**



This course is meant for your IF you or your team :-

- Facing customers who are more & more demanding
- Finding it *harder and harder to sell?*
- Seeking to *differentiate* beyond price?
- Looking for techniques to identify and importantly *convert needs into wants?*
- Tired of losing sales because of inability to *handle customer objections?*
- Searching for more effective *closing techniques?*
- Wanting to quickly & more *proactively build rapport* with customers?
- Looking for ways to *build & develop bankable relationships?*

In this program, the participants will learn specific techniques including how to:

- **build rapport with customers quickly.**
- **probe for real customer needs deeply.**
- **connect with their buying motives on a logical & emotional level.**
- **handle customer objections systematically.**
- **gain commitment and close the sale more consistently.**

Target Audience

All Sales Professionals, Sales Engineers, Account Managers, Consultants Selling Professionals Services Or Solutions, Entrepreneurs, Product Marketing Executives, Sales & Business Development Managers & Support Personnel With Marketing Responsibilities And Those Professionals Wanting To Lift Their Selling Skills To A Higher Level Of Proficiency

Registration Form

Black Belt Selling Techniques

Date : 25 – 26 APRIL 2011

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Petaling Jaya

Time 9.00 am – 5.00 pm

Fax to 03 563 52 520

Name of Company _____

Address _____

Contact Person _____

Job Title _____

Tel _____ Fax _____

Mobile _____ Email _____

Name of Participants: (Write In block letter)

_____ Job Title _____

_____ Job Title _____

_____ Job Title _____

_____ Job Title _____

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