



## What Is The Sales Ninja Service?

Delivering good service is no longer enough, we need to deliver great service to our customers. Being in a competitive environment where product differentiation is little, other differentiation will have to come from service. How we communicate our reply when the customers complain is service. What to do when the product fails when we have promised our customer the durability of the product is service. How we deal with these critical situations will project how well our service level is. By providing great customer service, re-selling to existing customers will be much easier.

Great customer services give you an armor to protect against price wars and customer loyalty. Sales Ninja service is people skills. Most companies expect their team to provide great service to their customers but are the team trained in giving the expected outcome? Providing a Sales Ninja service is not merely a motto but it's delivered through actions to the customers. And that comes with great amount of training in philosophy, strategies and tactics.

Fundamentally there are three main strategies to differentiate our offerings. One is through product innovation, by providing great products we become different. Second way is to differentiate through organizational efficiency by providing the customers product and services faster, better and cheaper. Third way is through customer service. Sales Ninja service will equip your team with relevant and practical customer service scenarios that is action-able and real world.

Training aims:

- ✓ Develop a world-class customer service mindset.
- ✓ Improve on customer service skills when things go wrong.
- ✓ Increase ability to deal with various tough customer service scenarios.

Training delivery:

- Interactive lectures. Role-plays. Experiential activities and games. Debriefs.

## Why You Should Partner Sales Ninja To Train Your Team?

- ❖ *Sales Ninja is a specialist:* Sales Ninja specializes in serving **sales related departments** only, which means we understand what challenges sales people face and our sales trainings and solutions are designed around **real-world situations** by equipping sales people practical skills and solid ideas rather than a bunch of mumbo jumbo theories.
- ❖ *Sales Ninja is an experienced sales training company:* Sales Ninja have train thousands of sales people being a total rookie that are new on the job to sales veterans having 30+ years of selling experience. Our clients trust us to design different training program for different groups.
- ❖ *Sales Ninja have new ideas from different industries:* Sales Ninja have experience dealing with a selection of different sales organizations. Sales Ninja have done worked for FMCG: Mead Johnson and Nestle, Technology: IBM, Getronics, Redtone, Grand-flo, Oil & Gas: Shell, Media/Advertising: Yellow Pages, 988 FM, MLM: Nuskin, Lifestyles, Banks: RBS, Public Bank, Property: SP Setia, Telecommunication: Celcom, Chemical: BASF Petronas, Manufacturers: Khind, Toyo Ink, Kansai Paint, Insurance: Prudential... and hundreds of other sales organizations.
- ❖ *Sales Ninja have a proven track record:* Sales Ninja have repeatedly **produced great sales results** for many of our clients. Our latest client that we worked with every week is a PC and AV rental company with 20+ sales staff. After going through 2 months of training since January 2010, the General Manager reported a sales increase of more than 30+% in March and almost 40+% in April compared to last year's performance. Sales results are sustaining.
- ❖ *Sales Ninja understands current sales challenges:* Sales Ninja **actively** works with dozens and hundreds of sales managers, sales directors, VP of sales and GM of sales to help them build a better sales organization. With our vast experience in training sales people and managers, you can trust that we will produce lots of sales fighters from our training.

## What's The Investment For Sales Ninja Service?

This 2 days training is RM 15,000.00 for up to 20 pax.  
 10% surcharge for weekends. RM 650 for additional pax.  
 Workbook is RM 79.90 each.  
 Venue, food, accommodation and travelling provided by client.

## When Will Sales Ninja Service Be?

Training Date	Mon	Tues	Wed	Thurs	Fri
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## Where Will Sales Ninja Service Be?

To be advised.

## What Does Sales Ninja Service Cover?

Please refer the next page:

## DAY 1: SALES NINJA SERVICE How To Provide World-Class Customer Service

TIME	DESCRIPTION
9.00 am	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>★ About the Sales Ninja</li> <li>★ Trainer profile</li> <li>★ Agenda</li> <li>★ Sales Ninja learning method</li> </ul> <p><b>Sales Ninja Service Basics</b></p> <ul style="list-style-type: none"> <li>★ Why customer service?</li> <li>★ Two reasons for lack of customer service.</li> <li>★ Five service sins.</li> <li>★ Three principles of dealing with customers:                             <ul style="list-style-type: none"> <li>➢ Make customers feel important and appreciated.</li> <li>➢ Customers will focus on their needs and wants.</li> <li>➢ Law of returns, the better we do, the more we get.</li> </ul> </li> </ul> <p><b>Taking Care Of Customers</b> <i>Experiential Game</i></p> <ul style="list-style-type: none"> <li>★ Participants will be required to blow some balloons and play a game of the importance of taking care of customers.</li> <li>★ Key lessons from the game: if you don't take care of your customers, someone else will. You must be constantly aware that the customer is around. You need to take action to move towards the customers that need help. Taking care of customers is a constant execution, no execution, no customers. Execution will lead to customer satisfaction.</li> </ul>
10.30 am	<b>MORNING BREAK</b>
10.45 am	<p><b>Sales Ninja Service Secret Stories</b></p> <ul style="list-style-type: none"> <li>★ How one car sales man sells as much as 20 other sales people through service.</li> <li>★ The magical customer oriented interior sales person wows customer thru extra mile.</li> <li>★ Advertising sales person having fever, under the rain delivers exceptional customer service on a Sunday, non-working day.</li> <li>★ Taiwanese retailer's mindset of must sell the customer while focusing on service.</li> <li>★ Shanghainese fashion sales girl's top service cross-sell and hard-sell techniques.</li> <li>★ Top performing banker's service is so good, customers follow her everywhere.</li> <li>★ Unit trust consultant's untold secret service makes him top 3 among thousands.</li> <li>★ Nutrition retail rep's outstanding up-sell technique increased sales by 200%.</li> <li>★ Contrast of service between 2 hardware stores, one gets repeat business, one gets one time business.</li> <li>★ RM 10 Indian barber's extra service makes him memorable and professional.</li> <li>★ Bangkok Robinson's great services to make sure quality products are delivered.</li> <li>★ Real estate agents consistent follow-up service makes her the agent to go to.</li> <li>★ Sofa salesman Robert's perfect product knowledge coupled with good service differentiates him from dozens of sofa and furniture shops.</li> <li>★ And many more...</li> </ul>
1.00 pm	<b>LUNCH</b>

2.00 pm	<p><b>Sales Ninja Service Skills</b></p> <ul style="list-style-type: none"> <li>★ Ask questions</li> <li>★ Apologize statements</li> <li>★ Acknowledgement statements</li> <li>★ Building rapport</li> <li>★ Centering</li> <li>★ Confirming your understanding</li> <li>★ Establish common interest</li> <li>★ Explain reasoning or actions</li> <li>★ Focus your concentration</li> <li>★ Follow-up</li> <li>★ Give/get items</li> <li>★ Go beyond/extra mile</li> <li>★ Offer Choices statements</li> <li>★ Saving Face statements</li> <li>★ Space proximity</li> <li>★ Softeners</li> <li>★ Take notes</li> <li>★ Thank-Yous statements</li> <li>★ Use of Body Language</li> </ul>
3.30 pm	<b>AFTERNOON BREAK</b>
3.45 pm	<b>Sales Ninja Customer Service Skills (continue...)</b>
5.00 pm	<b>END OF DAY 1</b>

## **DAY 2: SALES NINJA SERVICE** **How To Provide World-Class Customer Service**

<b>TIME</b>	<b>DESCRIPTION</b>
9.00 am	<b>Reflection on Things Learned</b>
10.30 am	<b>MORNING BREAK</b>
10.45 am	<p><b>Customer Service Scenarios</b> <i>Utilizing Sales Ninja Service Skills In Various Service Scenarios:</i></p> <ul style="list-style-type: none"> <li>★ When the customer complains.</li> <li>★ When you are late or know you will be late.</li> <li>★ When you need to explain your company policy or procedure.</li> <li>★ When you have language barrier with the customer.</li> <li>★ When your customer insults your competence.</li> <li>★ When the customer won't stop talking.</li> <li>★ When you don't have an answer to a question.</li> <li>★ When you need to make the customer wait.</li> <li>★ When the customer threatens to go to your management.</li> <li>★ When the customer demands to talk to your superior.</li> <li>★ When the customer said something wrong.</li> <li>★ When the customer makes a sensitive remark like racist.</li> <li>★ When the customer accuses you.</li> <li>★ When the customer is ganging up on you by bringing in others.</li> <li>★ When a customer uses intimidating gestures.</li> <li>★ When a customer makes a suggestion for you to improve.</li> <li>★ When you are following up on a customer complain.</li> <li>★ When the customer wants something that you can't give.</li> </ul>
1.00 pm	<b>LUNCH</b>
2.00 pm	<p><b>Customer Service Role-plays</b></p> <ul style="list-style-type: none"> <li>★ Practicing the sales ninja service skills learned.</li> <li>★ Participants will gain coaching for improvement.</li> </ul>
3.30 pm	<b>AFTERNOON BREAK</b>
3.45 pm	<p><b>Customer Service Role-plays (continue...)</b></p> <ul style="list-style-type: none"> <li>★ Practicing the sales ninja service skills learned.</li> <li>★ Participants will gain coaching for improvement.</li> </ul>
5.00 pm	<b>END OF DAY 2</b>

## Some Testimonials:

"Hanzo has wide experience. His streets smart approach can relate to anyone and any situation. *Sales Ninja's training* has **concise, direct to the point, effective methods**. It is **definitely worth your money and time!**"

~ Nasharuddin M. Nash  
General Manager, Mardec Bhd

"The Sales Ninja concept is so **unconventional, different & practical**. Go for it guys, it's worth every penny!"

~ Suraj Anrit,  
General Manager,  
Oman Oil Marketing Co

"The ideas can bring **unlimited income!**"

~ Ong Ping Ling,  
Senior System and  
Support Engineer,  
CSA Malaysia Bhd

"I got to close 3 deals worth **RM 10 Million** within a week. And it all **happened after** I went to Sales Ninja's training."

~ Mike Wong,  
Customer Relationship  
Manager, RHB

"Come and explore a whole brand new and yet **proven art** in selling & self development!"

~ Allen Soong,  
Account Manager,  
Diversified Gateway Bhd

"I'm amazed many of my colleagues can sustain and have **over achieved** the ordinary..."

"The program made a **greater impact** on myself on areas which I thought I could not achieve..."

"It's more than words can say. You **got to experience it to understand it**. This course has **changed my mindset** forever! I thank my manager for recommending me to attend..."

## **Sales Coaching**

### Why Sales Coaching?

- *People do not change easily!*  
Change requires hard work and people tend to be lazy and have a tendency to bounce back to their original self post training. Furthermore, people always assume the way they are doing something is the best way to do it. Therefore sales coaching will push, demand and continually challenge the participants to make changes, excel and perform.
- *Changing needs feedback!*  
Since changing is difficult, people need constant feedback on their behaviors to know if they are doing the right thing, else they will take the easy road to use their old way of doing things. Sales coaching can measure the effectiveness of skills performed and the trainer is able to identify areas for improvement, which in turn will increase Participant's sales call productivity, motivation and confidence.
- *Changing takes time!*  
Mindset and skills take constant practice, repetition and reinforcement before it can take place. Our research indicates that 50% of the things learned at any training are forgotten the following day. And over 90% of it will be forgotten 30 days later if there isn't a sales coaching program to reinforce the learnings. Anyone who has been to a training would totally agree.

## **Can I Take Just The Sales Coaching Sessions And Not The Training?**

The sales coaching sessions reinforces the learnings from the training therefore you can only take the sales coaching sessions after the training.

## **How Long Are The Sessions And Where Would It Take Place?**

Each session is 1 hour and can be done either at client's place or at our office in Kelana Jaya.

## **What's The Group Size For A Session?**

It depends. It can be 1-on-1 or 1-on-2 to a maximum size of 1-on-5. One coach five coachees.

## **How Much Are The Coaching Sessions?**

1-on-1: Maximum effectiveness: RM 800.00 per person per session.  
1-on-2: Great effectiveness: RM 1,000.00 for both person per session.  
1-on3/4/5: Moderate effectiveness: RM 1,500.00 for all per session.

## **Can I Just Take One Coaching Session?**

Your commitment is minimum 4 sessions where each session is done weekly.

Note: Our sales coaching sessions have been proven to maximize the training investment and practically improved the sales performance of our participants/coachees. The best result we've achieved so far is boosting a 500% improvement in productivity.

**Some Of The Many Sales Ninja Trainings & Seminars Have Impacted Through In-house:**

**Advertising/Media/Events**

- ✓ Astro
- ✓ DisplayMax
- ✓ Media Prima
- ✓ Star RFM

**Automotive**

- ✓ Borneo Technical
- ✓ Naza Bikes
- ✓ Universal Motors

**Banks/FSI**

- ✓ Al Rajhi
- ✓ AmBank
- ✓ Bank Islam
- ✓ Hong Leong
- ✓ Maybank
- ✓ Public
- ✓ RHB

**Construction/Oil&Gas**

- ✓ PJDCP Malta
- ✓ Syn Tai Hung
- ✓ Transwater

**FMCG/Consumer**

- ✓ Ayamas
- ✓ Barkath
- ✓ Continental
- ✓ Coway
- ✓ Fujiaire
- ✓ Nestle
- ✓ Toshiba
- ✓ United Malayan Flour

**Government**

- ✓ CGC
- ✓ MDEC

**Healthcare/Pharmaceutical**

- ✓ Averoes Pharma
- ✓ Biomarketing Services
- ✓ Bitalifescience
- ✓ Perintis Medik
- ✓ Protherapix
- ✓ Rottapharma

**Industrial/Equipment**

- ✓ BASF Petronas  
Chemicals
- ✓ GKY Forklift
- ✓ Leader Universal
- ✓ Proguard
- ✓ Safetyware
- ✓ UMW Corporation
- ✓ UMW Industries

**ICT**

- ✓ Century Software
- ✓ Grand-flo
- ✓ ICT Zone
- ✓ Ingram Micro
- ✓ Kompakar
- ✓ RES
- ✓ SecureMetric
- ✓ SKALI
- ✓ Visual Solutions

**Logistics/Shipping/Travel**

- ✓ Dimerco Malaysia & Asia
- ✓ Discovery Overland
- ✓ FM Global Logistics
- ✓ Tasco

**MLM/Insurance**

- ✓ Creative Dreams  
International
- ✓ Prudential

**Office Equipment**

- ✓ Canon
- ✓ Fuji Xerox

**Paint/Coatings**

- ✓ Chugoku Paint
- ✓ Kansai Paint

**Printing/Labeling**

- ✓ Oritronics
- ✓ Thumb Prints

**Property Developer/Estate**

- ✓ Bolton
- ✓ Guocoland
- ✓ Hatten Group
- ✓ Naza TTDI
- ✓ Selangor Dredging
- ✓ S P Setia

**Retailers**

- ✓ Camps & Apparels
- ✓ Focus Point
- ✓ LSK Mattressworld
- ✓ Moo Cow
- ✓ Vista Laser Eye

**Service Provider/Telco**

- ✓ Celcom
- ✓ Time DotCom

**Training Companies:**

- ✓ ATD Solutions
- ✓ Intel Biz Net

**And hundreds of other clients across Asia through our public trainings...**

## About Sales Ninja Grandmaster

### Hanzo Ng



An all-rounder - a top sales performer, a top sales manager, a creative consultant, a hypnotic writer, a best-selling author, a martial artist, Mr. Hanzo Ng is the founder, creator and Grandmaster of Malaysia's most successful sales training company.

As Asia's #1 sales solutions company, The Sales Ninja Group is the leader in helping small-medium, listed and global companies transform their sales people into the ultimate sales professional.

Based on his business ideas and techniques, he has led various companies to ground breaking advancement and turnarounds with profit increases of up to 300%.

"Hanzo is the **most influential trainer** of all seminars I've ever attended!"  
Erica Thien, Sales Coordinator, Versatile Paper Boxes Sdn Bhd

A devoted learner, last counted in 2007 Hanzo has completed 71 personal development programs and read over 400 books on various topics. He is the author of *Secrets of the Sales Ninja* and is a columnist for *Focus Malaysia*, *Malaysian Business* and *SME Magazine*.

His work has also appeared in *New Sunday Times*, *Smart Investor*, *Business Today* and *TraxxFM*. He's also a 2nd degree black belt holder of *Bujinkan International*, the only recognized organization in the world that teaches true authentic Ninjutsu, the martial art of the Ninjas.

Hanzo regularly trains and transform small groups of 10 to mesmerizing large groups of 1000 sales executives and leaders from all kinds of industries.

He's also the shareholder of *ELG PLC Holdings Sdn Bhd*, a company that invests in land, build and sell of properties, *Aspire Entrepreneurs Holdings Sdn Bhd*, an investment company that invests in land and other businesses. He also own shares in a pub.

Hanzo enjoys training, building businesses, sharing ideas, reading, music, martial arts, adventure, good food and making a difference in people's lives. Hanzo made his first million in his thirties.

*"Becoming a Sales Ninja takes effort, but with constant practice, it will eventually become effortless"*

**Hanzo Ng, Sales Ninja Grandmaster**



## LET THE POSSIBILITIES BEGIN...



## Sales Ninja SHOGUN (Gold Belt)

### *Unleash the Inner Leadership Warrior Within*

Sales Ninja SHOGUN is a unique and highly challenging experiential sales leadership training based on the philosophy of Ninjutsu – the ancient warrior martial arts practiced by the Ninjas. You will learn, practice and internalize the secrets of how to build a successful fighting sales team that will unleash your sales team's inner warrior spirit to breakthrough sales targets. \*the ultimate leadership\*



## Sales Ninja UNITY (Silver Belt)

### *Team Building For Unity*

Sales Ninja UNITY is a specialized training designed to help your company build deeper relationships with each other and also to help each other succeed together. This training aims to cultivate the spirit of one team, develop culture of support, encouragement among the departments and increase leadership capabilities through the challenging activities. \*cooperation for corporations\*



## Sales Ninja WARRIOR (Red Belt)

### *The Ultimate Sales Motivation Breakthrough Experience*

Sales Ninja WARRIOR is designed to toughen the minds and spirits of sales warriors to face the current demanding market environment. Sales Warriors will learn, practice and internalize the 10 Sales Ninja Codes to unleash their inner sales warrior to punch through obstacles, kick away excuses, break sales quotas and throw away bad habits. \*life transformation experience\*



## Sales Ninja TACTICS (Brown Belt)

### *How To Negotiate & Close The Sale*

Sales Ninja TACTICS is a powerful sales training that focuses on tackling extremely tough buyer objections, negotiation of a better deal and closing the sale. Many times sellers give in too quickly to buyer's demands resulting in diminishing margins and profits of the sale because they are afraid. You will be trained to use special weapons and tactics to tackle objections, negotiate and close! \*exceedingly endorsed\*



## Sales Ninja HYPNOTICA (Blue Belt)

### *How To Make Selling Presentations To Groups*

Sales Ninja Hypnotica is an amazing sales presentation skills training that will equip you with a world class sales presentation model to ensure you have a powerful system and easily to follow structure to build a sales presentation that will hypnotize your prospects to buy. The selling world has changed... now, the seller is the differentiator. \*truly hypnotically persuasive\*



## Sales Ninja MASTER (Green Belt)

### *Mastering the Secrets Of Top Sales Performers*

Sales Ninja Master is a specially designed professional selling skills training that are needed to be successful in the art and science of selling. Sales Ninja has successfully combined the best sales practices of Western competencies strategies with Eastern relationship tactics which is used by hundreds of organizations and thousands of sales professionals across Asia. \*highly practical\*



## Sales Ninja Hunter (Yellow Belt)

### *Prospecting, Cold calling & Networking*

Sales Ninja Hunter is a no-nonsense sales training program with sales hunter mindsets. You will be trained with critical prospecting skills that will empower you to schedule qualified appointments during and after the training. With these psychological networking techniques and cold calling weapons, you will be the ultimate hunter! \*amazing skills\*