HOW TO SELL IN TOUGH TIMES 2017
for sales professionals in all industries

Training: Nov 20-21, Mon-Tues, 9.00 am – 6.00 pm
Where: TH It Resource Centre Sdn Bhd
Price: RM 2,599.00 RM 1,999.00 per pax

FREE: Template worth RM 15,000 that our in-house clients pay for!
• **How To Sell In Tough Times 2017** is a 2 days specially designed sales program for sales professionals in all industries to face the current tough economic condition in Malaysia and globally.

• Malaysia is facing a terrible economy that caused lower consumer spending and lower commercial purchasing.

• Since the crisis of 1997/8, sales people have never faced such a tough market (on top of rough competitors) in the history of Malaysia. How are you going to **survive 2017 and achieve sales targets**?

Tough Times Feedbacks From Sales Managers, Leaders and Entrepreneurs:

- “Clear-cut analysis & method to get the results are very useful.”
- “Engaged with participants, entertaining, provide realistic scenarios, take home value and relatable.”
- “Relevant and practical hands-on strategies that tackle various sales situations. Must attend for all sales leaders!”

“When things are tough; Work hard!

When things are very tough; Work harder!”

~ Hanzo Ng, Sales Ninja Grandmaster
Tough Times: Indicators
➢ What makes the market tough right now?

Tough Times: Mission
➢ Sales decision: more sales activities or wait till times get better?
➢ Business decision: how to get cash? Cut, change or challenge?
➢ What is the mission of the sales leader during tough times?

Tough Times: Strategies
Don’t lose hope
➢ Do you have HOPE as a sales warrior?
➢ ABCDE formula for 2017: Aim, Belief, Challenge, Deliver, Enjoy.
➢ The battlefield is first won in the mind, then the market. Think like a sales warrior and never get killed.

Worrier Beliefs
Market is tough. Targets are too high. Our product is not as good as competitors. Can’t hit targets because of X. Market is bad. Worry Worry bla bla...

Warrior Beliefs
I can do it! I will achieve it though hard! I can sell anything! I will outwork anyone! I can improve! I will find a different way! I give 100%! I am a warrior!

Ninja Focus
2.00 pm – 4.30 pm
How: participants will set a target and toss some balls using strategy and skills to achieve it. Lesson: set targets, believe targets can be achieved, never give up. YouTube: https://youtu.be/f77Fmjs_Pws
04 Tough Times: Strategies
Don’t lose customers
➢ How to retain existing customers so they don’t buy from competitors even though competitors will throw price and offer better terms?
➢ Price objection will be the top challenge for any sales professional, how do you defend price?
Very tough situation but it can be done. (We will give you a template used by hundreds of our clients that paid 5 figures for it).
➢ How do you change the mindset of your customers to buy from you and not to switch?

05 Tough Times: Strategies
Don’t lose sales
➢ You may be serving lots of existing customers but it’s not enough to achieve targets because the sales are dropping, you need NEW customers, how do you do it in tough times? Learn the *proven* strategies!
➢ Prospecting strategies: using referrals in tough times, cold calling in tough times, networking in tough times, internet mastery using Linkedin to hunt anyone you want in the corporate sector.
➢ Closing strategies for Tough Times!

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Day 2: 2.00 pm – 6.00 pm

**Ninja Warrior**

2.00 pm – 3.00 pm
How: participants will break their targets. The target is a tough wooden board.
Lesson: must break the targets even it’s hard.

**Ninja Strength**

4.00 pm – 5.00 pm
How: participants will bend a steel rod with their throats. Looks impossible, but belief it is possible and it will bend.
Lesson: belief, persist, support.
YouTube: [https://youtu.be/jK6UfGCzMtY](https://youtu.be/jK6UfGCzMtY)
"How To Sell In Tough Times is highly recommended to all sales staffs as all the information are important knowledge which allows me to put my ultimate objective which is to put it into ACTIONS!"
Ili Zawani Ismail, Managing Director, Naturalife Solution Sdn Bhd

"This training is unconventional and a MUST ATTEND training course, I will apply subjects covered in my daily selling progress!"
Tan Chor Jian, Sales Manager, Timuran Machinery Parts Sdn Bhd

"Unconventional & fantastic! This training taught me the importance of continuous prospecting & cold calling regardless of the situation!"
Joanne Woo, Asst Sales Manager, Pemara Labels Sdn Bhd

"I learnt that POSITIVE MENTAL ATTITUDE & the importance of cold calling to SELL MORE, KICK-ASS training!"
Leonard Kok, Business Consultant, SIMIT

"Eye opener, best choice for a sales training!"
Robert Chua, General Manager, Petrotek Sdn Bhd

"I will definitely apply all the areas covered in this training as it is guaranteed to make me strong and tough during tough times, MASTER THE MASTER’S MASTERY!"
Kamal Faridz, Business Manager, iGen Technology (M) Sdn Bhd
# Results

<table>
<thead>
<tr>
<th>Bank</th>
<th>Islamic Bank</th>
<th>Education</th>
<th>Developer</th>
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<tbody>
<tr>
<td>HIGHEST sales record ever for the month!</td>
<td>HIGHEST sales record for Selangor region! Nationwide achieved 2014 budget in Oct!</td>
<td>Achieved 110% target after the training!</td>
<td>RM 2,000,000.00++ closed IN the training itself!</td>
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<td>Mindset transformation project that train almost 200 bankers. Batch by batch we motivated the bankers to achieve their targets. Home Financing did the best by breaking their sales record.</td>
<td>Wealth management department sells unit trust, will writing and deposits. This is their greatest achievement to date by getting trained and coached by Sales Ninja for 1 whole year.</td>
<td>A challenging year for educational institutions with lots of competitors and changes. Sales Ninja was hired to boost their skillsets to convert more enquiries into students. A 1 year client, they are trained in phone skills, mind skills, presentation skills, closing skills and teamwork.</td>
<td>A Malaysian developer closed 2 deals during the training itself. By using follow-up and closing skills, the participants manage to secure appointment in the training itself and close the sale the same day.</td>
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<tr>
<td>Retail</td>
<td>Manufacturer</td>
<td>FMCG</td>
<td>MLM</td>
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<td><strong>65% Sales Increase!</strong>&lt;br&gt;Sales Ninja is currently running batches by batches of this retailer with 500 sales people. First batch was tracked for 3 months and achieved a phenomenal 65% sales increase after the program.</td>
<td><strong>Grew RM 30 Million in 1 year!</strong>&lt;br&gt;Failed to achieve their revenue growth for 2014, they hired Sales Ninja for 1 year in 2015 doing trainings every month for 6 months and coachings for 4 months. It’s done with the same resources of time, people and money.</td>
<td><strong>Targets Achieved!</strong>&lt;br&gt;Sales Ninja was hired to train this FMCG company region by region to boost their sales for 2014. The results was great and Sales Ninja was hired again in 2015 to boost their regional sales team’s energy, mindset and motivation.</td>
<td><strong>Licensing To 8 Countries!</strong>&lt;br&gt;A regional project that Sales Ninja won against. Client wants to license a program where the training company will design, deliver and license their internal trainers from 8 countries to run. International companies was called in to bid for this project but Sales Ninja emerged as the sole winner.</td>
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## Clients

### Advertising/Media
- Astro
- DisplayMax
- Media Prima
- Shopper360

### Automotive
- Borneo Technical
- Century Batteries
- Peugeot
- Volvo

### Banks
- Bank Rakyat
- Maybank
- Public Bank
- Standard Chartered

### Construction
- Alpha Tiles
- PJDCP Malta
- Sudut Swasta
- Syn Tai Hung

### Consumer
- Continental
- L'oreal
- Yeos
- York

### Education
- KDU
- INTI
- SEGI

### FMCG
- DPO International
- Mead Johnson
- Nestle

### Government
- CGC
- CyberSecurity
- MDEC

### Hotels
- Ascott
- Parkroyal
- Premiere

### Healthcare
- Novo Nordisk
- Pfizer
- Preventive Healthcare

### Industrial
- BASF Petronas Chemicals
- IFM Electronics
- UMW

### Insurance/MLM
- Berjaya Sompo
- Nirvana
- Prudential

### ICT
- Century Software
- Jardine One Solution
- NEC

### Logistics
- Dimerco Asia
- FM Global Logistics
- Tasco

### Office Equipment
- Canon
- Fuji Xerox
- Toshiba TEC

### Online
- Exabytes
- iProperty
- iCar

### Property Developers
- Guocoland
- Iskandar
- Sime Darby

### Retailers
- Courts
- Crocs
- Signature Kitchen

### Telcos
- Digi
- Time DotCom
- Tune Talk

### Training
- Fleming Gulf
- IBN
- Iverson

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**And hundreds more...**
ABOUT MR HANZO NG
Sales Ninja Grandmaster = Founder

BACKGROUND
An all-rounder - a top sales performer, a top sales manager, a top sales director, a creative consultant, a hypnotic writer, a best-selling author, a martial artist, Mr. Hanzo Ng is the founder, creator and Grandmaster of Sales Ninja, one 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 team into the special forces of sales people known as Sales Ninjas. Sales Ninjas have to undergo special trainings for special missions, the mission is sales and Sales Ninjas don’t fail the mission.

He’s also the shareholder of Amazing Momentum Capital Sdn Bhd, a company that invests in land, build and sell of properties with Net Tangible Assets more than RM 40 Million, Aspire Entrepreneurs Holdings Sdn Bhd, an investment company that invests in other businesses. Hanzo lives his life through 7 Fs: family, finance, friends, fitness, flying, food & fashion.
ABOUT MR CONRAD ROZARIO
Sales Ninja Sensei - Trainer

BACKGROUND

Starting from the position of an Executive, Conrad climb to the rank of Regional Vice President of Sales within a short period breaking record sales again and again.

Having been both in the corporate and the business world as an entrepreneur, Conrad brings with him years of experience and knowledge in the fields of sales, marketing, business management, customer service, organizational behavior and talent development.

A Certified & Licensed Trainer of Neuro Semantics – Neuro Linguistic Programming from The International Society of Neuro Semantics (USA), a Language & Behavior (LAB) Profiling – Practitioner, an MBA holder in Business Administration, Specializing in Communication Studies, Conrad comes from an extensive background of studies in the fields of Humanities, Theology, Sociology, Psychology & Counselling.

PROFESSIONAL SKILLS

Sales  NLP  Motivation  Training  Leadership  Coaching  Team  Mindset  Fitness
ABOUT MR TERRENCE TEH
Sales Ninja Sensei - Trainer

BACKGROUND
A high achiever in all his career, Terrence started out as an auditor and he was the only one in his company who received a 40% increment and 2 months bonus the first year working.

Spotted for his wit, speed and deliverables, he was then head hunted into a change management consulting company where he doubled his salary and rise to Principle Consultant managing projects for Petronas, KLCC & Proton.

He then moved to another challenge, running a loan agency. With excellent motivation and selling skills, he made the agency an 8 digit agency in lighting speed. He subsequently moved to ICT as the Senior Manager and found his passion in training and development. A HRDF certified Train-The-Trainer, Master Practitioner of NLP (ABNLP), Master Coach in NLP, CFP, Terrence’s main value is enhancing people’s lives.

PROFESSIONAL SKILLS
- Sales
- NLP
- Motivation
- Training
- Leadership
- Coaching
- Team
- Mindset
- Fitness
<table>
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1: Register yourself online at: [http://salesninja.asia/events/public-trainings/](http://salesninja.asia/events/public-trainings/)

2: Or fill up this form, scan and email us [mail@salesninja.asia](mailto:mail@salesninja.asia) or fax us 03 5621 8708

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