



Asia's #1 Sales Solutions

**SALES SOLUTIONS FOR RETAILERS**

# WHY SALES NINJA

- ✓ Specially designed to turnaround and transform retail sales teams, promoters, consultants, supervisors and outlet managers by using hardcore push to the limits methodology with massive practical retail drills and coaching that produces sales results.
- ✓ Tackle **key issues** faced by retail sales: traffic getting low, consumers get educated at retail but goes online to purchase, lots of brand choices, high rental rate, poor conversion, high staff turnover, lack of training by professionals, weak in up-selling and cross-selling, very reactive in approaching walk-ins, poor product presentation, wait for customers to buy instead of actively selling, managers not actively managing and more.
- ✓ **Drive change** in behavior thru **Metrics And Measurement** where booster coaching sessions are done live at retail level to ensure application and results. We also partner with leaders to drive change.
- ✓ Fully customizable 8 modules for total transformation with highly engaging trainers that will impact young and senior sales rep and managers from retail sales environment.

## Some Of Our Retail Clients:

Fashion:



A-LOOK  
eyewear

Beauty:



Electronics:



Supplements:



Theme Park:



**Sales Ninja is Malaysia's No 1  
Sales Training Company  
\*google verified**

# OBJECTIVE



Boost motivation to achieve more.  
Improve retail selling skills.  
Develop world class service mind-sets.  
Tackle tough customers.  
Improve sales management skills.  
Achieve sales targets.



**[1]**  
Sales Ninja, Client  
Results, Training  
Methodology

Trainer

[3]

Retail  
Sales  
Solutions

[2]

Next Steps

[4]



# SALES NINJA



**GLOBAL COMPANIES  
LISTED COMPANIES  
SMALL-MEDIUM COMPANIES**

*Choose SALES NINJA TRAINING  
to improve their sales PERFORMANCE*

Sales Ninja ONLY Trains Sales & Service Departments



# CLIENTS

And hundreds more...

## 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  
Loreal  
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

# 2018 IN-HOUSE CLIENTS



HOYA



MCT  
BUILDING SUSTAINABLE COMMUNITIES



PNB Development Sdn. Berhad



KANSAI PAINT



榮記  
SRI TERNAK



BAKELS VISIONARY SOLUTIONS

mDs Pacific



MPSI

Qinetics



LeBLANC



Canon



Delighting You Always

LFE Synergic Evolution



SAFIRgotravel.com

SWATCH GROUP



# 2018 IN-HOUSE CLIENTS



Industrial Automation  
(M) Sdn Bhd



KANSAI PAINT



HYUNDAI



Panasonic  
ideas for life



Client	Education	Biggest Eyewear in the World	Calibration service provider	Automotive
<b><u>Results After the training</u></b>	1.Appointments had quadruple per counselor. (4 times of the previous appointments)	1.They record highest turnout for the “Buying Day”. 59 retailers turn up out of 60 invitations. 2.All 59 retailers purchased.	1.The company increased 40% per month for 2 months in a row.	1.Sales have been increasing since January 2017. 2. Achieved 100% of the sales targets.
Client	Automotive Portal	After Service Sales for Automotive	Logistics	NGO
<b><u>Results After the training</u></b>	1. Sales have been increasing 10% after the training in April due to monitoring of the sales team activities.	1.Complain from the main branch reduced by 15%.	1.Sales have been increasing for 2 months (April and May) for at least 10-15%.	1. The director of the company “shocked” at 8 sign up within 2.5 hours because unheard of. Now SalesNinja hired to turnaround Indonesia office and biweekly push for MY.
Client	Luxury Hospitality	Industrial Electrical and Instrumentation Products	Motorbike	Property
<b><u>Results After the training</u></b>	1. Sales increasing 15% after the training. 2. The founder is engaging more sales coaching to be TOP Hospitality in Langkawi.	1. 1st month of the training, each branch have hit at least hit 70% target which previously only 50%. 2. MD mentioned the company restructure and expected 50% staff resign but not single staff resign.	1. Sales have been increasing 10% after the program as they have implemented the 10 processes that Sales Ninja shared.	1.80% of the project fully sold within the 2 weeks of launched.

<b>Client</b>	<b>Oil &amp; Gas</b>	<b>Media MY, SG, PH</b>	<b>Theme Park</b>	<b>Property Developer</b>
<b><u>Results After the training</u></b>	<ol style="list-style-type: none"> <li>1. Sales Engineer Miri: 30 new opportunities created. East Coast: 53.</li> <li>2. YOY grew 27%.</li> </ol>	<ol style="list-style-type: none"> <li>1. Utilized qualifying process, no more sending proposals before meeting and qualifying.</li> </ol>	<ol style="list-style-type: none"> <li>1. Achieved sales targets for the day immediately after training.</li> <li>2. Still very proactive after 2 months after training.</li> </ol>	<ol style="list-style-type: none"> <li>1. Positive mindset to sell luxury condo from cheaper houses.</li> <li>2. 50% turn up rate.</li> <li>3. 50% booking done.</li> <li>4. 60% sold after launch in a few months.</li> </ol>
<b>Client</b>	<b>Printer &amp; Toner Supplier</b>	<b>Automotive</b>	<b>Retail Luxury</b>	<b>NGO</b>
<b><u>Results After the training</u></b>	<ol style="list-style-type: none"> <li>1. Achieved 2 hours call duration KPI in 1 day that they never achieved in 2 years.</li> <li>2. Installed rituals for sustainance.</li> </ol>	<ol style="list-style-type: none"> <li>1. Achieved 100% growth YOY 2017 to 2018.</li> <li>2. Achieved targets for 2018.</li> </ol>	<ol style="list-style-type: none"> <li>1. Branch hit monthly target they failed to hit for 6 months.</li> <li>2. Sales increased 20% 2 months after training.</li> <li>3. Annual grew double digit when forecast only 7%.</li> </ol>	<ol style="list-style-type: none"> <li>1. Achieved 12 sales in 3 hours in record hitting period, never before.</li> </ol>
<b>Client</b>	<b>Property Developer</b>	<b>Logistics</b>	<b>Property Developer</b>	<b>Insurance</b>
<b><u>Results After the training</u></b>	<ol style="list-style-type: none"> <li>1. New sales people achieved RM 100M in sales.</li> <li>2. Doubled the size of sales team.</li> </ol>	<ol style="list-style-type: none"> <li>1. Customer service have scripts and structure to handle customer complains where previously they say the wrong thing and provide the wrong answer.</li> </ol>	<ol style="list-style-type: none"> <li>1. Sales staff closed sales without discounting where previously always need to discount. Selling value is better.</li> </ol>	<ol style="list-style-type: none"> <li>1. Sales increased by 40% 1 month after training for contact centre.</li> </ol>



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# 8 MODULES

## Module 1: White Belt Pro-activeness

### Issue:

Retail staff sit around and wait for customers to call them, retail staff don't serve customers effectively, retail staff don't care about service, retail staff have no mission of customer service.

### Objective:

Develop world class service mind-sets and pro-activeness serving customer

1 day

## Module 2: Yellow Belt People Oriented

### Issue:

Retail staff not customer focused, retail staff don't smile enough, retail staff don't greet customers properly, retail staff don't build rapport with customers, retail staff don't handle 'just looking'.

### Objective:

Improve people oriented skills of retail staffs.

1 day

## Module 3: Green Belt Presentation

### Issue:

Retail staff not presenting the product effectively, retail staff not presenting features and benefits, retail staff never understand the needs by asking good questions, retail staffs not highlighting the selling points.

### Objective:

Increase presentation and persuasion skills.

1 day

## Module 4: Blue Belt Persistent

### Issue:

Retail staff not promoting and pushing more actively, retail staff waiting for customers to buy, retail staff not handling objections, retail staff not closing the sale, retail staff not up-selling, cross-selling, retail staff fear of closing.

### Objective:

Improve selling skills to close more sales.

1 day



# 8 MODULES

## Module 5: Brown Belt Positive

### Issue:

Retail staff is negative, retail staff always complaining, retail talk bad about customers, company and colleagues, retail staff quitting, retail staff not pushing themselves to close more sales, complacent.

### Objective:

Boost motivation to achieve more sales for the company.

1 day

## Module 6: Red Belt Problem Solving

### Issue:

Retail staff do not know how to handle tough and angry customers, no ownership of the issue, do not have solutions to customer problems, retail staff get angry for customer scolding them.

### Objective:

Improve capability and competence to handle customers.

1 day

## Module 7: Gold Belt Sales Leadership

### Issue:

Sales leaders key to success of retail performance. Sales leaders don't monitor enough. Weak coaching skills. Poor motivation skills. Not driven and accountable towards achieving targets.

### Objective:

Ensure sales leaders change retail staff behaviors.

2 days

## Module 8: Black Belt Sales Coaching

### Issue:

People forget after training and needs coaching. Changing is hard and needs to be pushed. Changing takes feedback, coaching is necessary.

Bi-weekly/Monthly/quarterly coaching to ensure all implementation is smooth.

### Objective:

Reinforce all learnings. Produce results.

3 hours or 1 day



# WHITE BELT

Full of practical activities to change behaviours and mindsets.

01

The 6 P's Of Retailing  
9.00am - 9.30am

**Pro-activeness.**  
People oriented.  
Presentation.  
Persistent.  
Positive.  
Problem Solving

02

Pro-activeness  
9.30am - 10.30am

Approaching customers.  
Participants will play a game that will teach them why pro-activeness is the key to retail.  
Behaviours: always be fast in response, always be approaching customers.

03

Pro-activeness 2  
10.50am - 1.00pm

Participants will play multiple games to train their body to response to walk-ins.  
Behaviours: move your body, approach and serve customers.

04

My Mission Of Service  
2.00pm - 2.30pm

Why give great service?  
Why no world class service?  
Mental baggage we bring to work.  
Creating a mission statement.  
Get out of comfort zone activity.

05

Best And Worst Customer Service Stories  
2.30pm - 5.00pm

Participants will share their best and worst personal customer service as a customer with their teams. This will put them into the customer's shoes.

Out of all the stories, they will choose the best one and then perform a show with the team.



Day 1: 9 am – 5 pm

Break: 10.30am-10.50am, 1.00pm-2.00pm, 3.30pm-3.50pm

Pro-activeness & Service Basics



# YELLOW BELT

Full of practical activities to change behaviours and mindsets.

01

## The 6 P's Of Retailing

9.00am – 9.30am

Pro-activeness.

**People oriented.**

Presentation.

Persistent.

Positive.

Problem Solving.

02

## People Oriented

9.30am – 10.30am

Smiling energy.

Participants will play a game of smiling.

How to engage different customers.

4 types of greetings.

03

## People Oriented Behaviors

10.50am – 1.00pm

Eye contact, polite like hello, friendly tone, open postures,

give full attention to

customer, build rapport.

How to handle 'just looking'

to make customers feel

comfortable.

04

## Building Rapport

2.00pm – 3.30pm

Compliment technique.

How to make customers 'song/syiok'.

What to compliment?

How to give compliments.

Feel good factor by complimenting.



05

## Reading Customer's Body Language

3.50pm – 5.00pm

Positive signs: lean in,

playing with products, etc.

Neutral signs: blank stare,

hands in pocket, etc.

Negative signs: raised tone,

finger pointing, etc.



# GREEN BELT

Full of practical activities to change behaviours and mindsets.

01

The 6 P's Of Retailing  
9.00am – 9.30am

- Pro-activeness.
- People oriented.
- Presentation.**
- Persistent.
- Positive.
- Problem Solving.

02

Presentation  
9.30am – 10.30am

We present because customers are not sure whether they want to buy or what to buy.

- Taking care of customers.
- Participants will play a game where they must not let the balloons drop on the floor.
- Balloons are the customers.

03

Presentation  
10.50am – 1.00pm

Presenting your unique selling points of your product. Why is it better than other products?

What is the feature and benefit of your product?

04

Presentation  
2.00pm – 3.30pm

Asking questions to present the right points. In this stage, retailers must understand the customer's need so they can solve the customer's problem with the right product.

05

Presentation Scenarios  
3.30pm – 5.00pm

- Customers looking at X, you must present X.
- Customers looking for present.
- Customers just looking around.
- Customers do not like the product.
- Customers touching your product.







# BLUE BELT

Full of practical activities to change behaviours and mindsets.

01

## The 6 P's Of Retailing

9.00am – 9.30am

- Pro-activeness.
- People oriented.
- Presentation.
- Persistent.**
- Positive.
- Problem Solving.

02

## Persistent: Objections

9.30am – 10.30am

- Tackling common retail objections:
- I don't need it.
- Let me think about it.
- Very expensive.
- I will come back.
- I still have one.
- I will wait for sales.

03

## Persistent: Closing

10.50am – 1.00 pm

- Tackling common retail objections
- +
- Closing techniques:
- Direct close.
- Assumptive close.
- Give it a try close.
- Summary close.
- Story-telling close.

04

## Up-selling & Cross-selling

2.00pm – 5.00pm



What is the different between up-selling and cross-selling?

Mistakes in up-selling and cross-selling.

### QEE Technique:

- Question: Why don't you take X?
- Explain: It will really help you with Y...
- Encourage: I highly recommend it.

### AEA Technique:

- Attention: I got something else to recommend...
- Explain: This is our latest service called...
- Ask: Would you want the add on?

Day 1: 9 am – 5 pm

Break: 10.30am-10.50am, 1.00pm-2.00pm, 3.30pm-3.50pm

Persistent



# BROWN BELT

Full of practical activities to change behaviours and mindsets.

01

The 6 P's Of Retailing  
9.00am – 10.30am

Pro-activeness.  
People oriented.  
Presentation.  
Persistent.  
**Positive.**  
Problem Solving.



02

Positive  
10.50am – 1.00pm

Behaviours: be happy even when customers don't buy, always think can do, no bad mouthing customers, always end interaction with something positive, speak well of company, colleagues and customers, always be smiling and be happy.

How to motivate yourself positively:  
9Fs of life:

Feeling: accomplishment.  
Financial: money rewards.  
Family, food, fashion,  
flying, fun, fitness, freedom.

03

Positive Challenges  
2.00pm – 5.00pm

Participants will share what they want to achieve in life in your company.

They will be pushed to the limits in a martial arts activity designed to challenge them so they do not give up.

Facilitators will play the negative role to demotivate the participants but they must stay positive despite going through tough times.

Very tough activity.



# RED BELT

Full of practical activities to change behaviours and mindsets.

01

## The 6 P's Of Retailing

9.00am – 9.30am

Pro-activeness.  
People oriented.  
Presentation.  
Persistent.  
Positive.

### Problem Solving.

04

## Problem Solving

2.00pm – 5.00pm

Participants will practice all kinds of scenario when faced with tough customers to solve their problems and issues.

02

## Problem Solving

9.30am – 10.30am

Problem 1: not sure what to buy/to buy.  
Problem 2: complains.

Problem Solving Process:

- 1: Apologize.
- 2: Ownership.
- 3: Explanation.
- 4: Solution.
- 5: Follow-up.



03

## Problem Solving: Scenarios

10.50am – 1.00pm

How to handle an angry customer.

How to handle a customer complain.

How to handle a customer that is making a scene in public.

How to handle a customer that threatens you.

How to handle a customer that wants to talk to your management.



# GOLD BELT

Full of practical activities to change behaviours and mindsets.

01

**Shogun: Sales Management**  
9.00am – 9.30am

What is sales management?  
Why sales team don't achieve targets?  
Why sales managers don't manage?  
Knowing VS Doing...  
How to be a sales leader.

02

**Managing Sales People To Achieve Targets**  
9.30am – 10.00am

MASK: mindset, activities, skillsets, mindsets  
Behavioural: More, better, different, less.  
Facts of sales management.  
What sales management is not!  
3 sales strategies to achieve targets!

03

**Targets Beliefs**  
10.00am – 10.30am

Are targets merely numbers?  
Your commitment to targets?  
3 daily commitment to targets!

04

**Sales Training**  
10.30am – 1.00pm

How to analyse the retail staff issues using MASK.  
How to train them during drills.  
Designing your own training drills at the retail level.

05

**Sales Coaching**  
2.00pm – 5.00pm

How to improve sales team's performance.  
How to deal with under-performers.  
How to plan your development plan for your sales team.  
Sales coaching power.



# GOLD BELT

Full of practical activities to change behaviours and mindsets.

06

**Sales Improvement**  
9.00am-1.00pm

How to design improvement plans:

- Pro-activeness.
- People oriented.
- Presentation.
- Persistent.
- Positive.
- Problem solving.

Leaders will know how to train and improve any of their sales staffs to ensure they achieve their sales targets.

07

**Sales Motivation**  
2.00pm-4.00pm

Motivating with vision.

Team motivation vs individual motivation.

- How to motivate anyone.
- How to give a motivational speech.
- How to celebrate successes.

How to execute reward and recognition.  
How to praise and boost morale of the team.

08

**Sales Planning**  
4.00pm – 5.00pm

How to ensure targets are always achieved.

How to go beyond achieving targets.

How to build sales people into sales leaders.





# BLACK BELT

Full of practical activities to change behaviours and mindsets.

## Why Sales Coaching?

*People do not change easily. We need to coach them to change.*

*Changing needs feedback. They need to know if they are doing it right.  
We need to coach them to improve them.*

*Changing takes times. We need to coach them and  
provide opportunity to apply and improve.*

### Agenda Of Coaching Sessions:

Refresher

Issues sharing & Issues tackling

Performance gaps and skills improvement through role-playing & demonstration

Motivation

Action plan and accountability

Metrics & Measurement

Live sessions

### Sessions:

3 hours per session

At the outlet.

At the showroom.

At the roadshows.

At the exhibition.

With actual customers.

### Recommended subscription:

Bi-weekly.

Monthly.

Bi-monthly.

Quarterly.



# TOTAL SOLUTIONS



## Sales Motivation

2 days 1 night Warrior 1  
2 days 1 night Warrior 2  
2 days 1 night Warrior 3  
4 Quarterly boosters



## Sales Training

14 days module  
B2B/B2C selling:  
direct sales, sme sales,  
corporate sales, enterprise sales,  
key account management,  
channel/agent development, dealer  
selling, project selling, retail selling.



## Sales Leadership

12 days module  
Goals, strategy, resources,  
communication, analysing,  
motivation, improvement,  
celebration.



# TOTAL SOLUTIONS



Sales Team Building  
2 days 1 night Unity 1  
2 days 1 night Unity 2  
2 days 1 night Unity 3  
4 Quarterly boosters



Sales Service  
10 days module  
Service basics,  
communication,  
selling, up-selling  
& cross-selling,  
retail selling.



Sales Coaching  
Improvement  
Reinforcement  
Boosters  
Follow-ups  
Mobile Apps  
(coming soon)





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# ABOUT MR HANZO NG

Sales Ninja Grandmaster = Founder

## BACKGROUND

An all-rounder - top sales performer in *all* the companies he worked for, no 1 performing sales manager, head-hunted as sales director before age 30, a creative consultant, a martial artist, an investor, Mr. Hanzo Ng is the founder and Grandmaster of Sales Ninja, \*Malaysia's No 1 Sales Training Company \*google verified

As Asia's #1 sales solutions company, Sales Ninja is the leader in helping small-medium, listed and global companies in all kinds of industries whether it's B2B, B2C, direct sales, enterprise sales, retail sales, channel sales, dealer sales, project sales transform their sales organizations into sales performing departments.

Mr. Hanzo is a street-smart man from a poor family background. Passion in learning made him read over 400 books. He's the shareholder of Amazing Momentum Capital Sdn Bhd, an investment company in land and properties. KIN Training Sdn Bhd, a training provider. He is also a hardcore crypto investor and trader. Hanzo lives his life through 8 Fs: feelings, finance, family, food, fashion, fun, flying and fitness.



## PROFESSIONAL SKILLS

Sales

Strategy

Motivation

Training

Leadership

Coaching

Speaking

Team

Consulting



# SAMPLE TRAININGS

SALES MOTIVATION

<http://youtu.be/ecJATScObs>



SALES TRAINING

<http://youtu.be/YDwwj3OtiTk>



SALES LEADERSHIP

<http://youtu.be/QCu9baIMIUU>



SALES MANAGEMENT

<http://youtu.be/Elpy7y4fVTY>



SALES CONVENTIONS

<http://youtu.be/BZWZpNGG56k>



# SALES NINJA ADD-ONS

## Sales Ninja T-Shirt:

1-20 pieces: RM 49.90 per shirt  
21-50 pieces: RM 39.90 per shirt  
51-100 pieces: RM 35 per shirt  
101 >: RM 29.90 per shirt



## Sales Ninja Poster:

RM 2.50 per A3  
RM 1.50 per A4



Advanced  
ordering  
required

# REINFORCEMENT POST TRAINING

Digital poster:  
RM 500.00



Professional video  
summary of event:  
RM 1,500.00



Mobile APP solution to deliver key messages covered during training to be used for reinforcement after training. Includes shooting, recording, studio, lighting, effects, editing, content, file rendering, file formatting, delivery of videos in short modules:





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# NEXT STEPS

1. Sales Ninja to present to decision making team.
2. Agree on modules.
3. Confirm with Sales Ninja.
4. Select dates.
5. Communicate to all staffs on why we are doing this.
6. Train all staffs product & industry knowledge.
7. Quiz all staffs on product & industry knowledge.
8. Get the team excited about the trainings.
9. Training starts.
10. Execute the 'drive change' activities.



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