



Differentiation	More	Better	Different	Same	Less
Product Quality/Quantity Features/Service Performance Support/Price Speed/Time	<p>FREE: Template worth RM 15,000 that our in-house clients pay for!</p>				
People Professionalism Knowledge Experience Reputation Network Skills/Tools					
Service Customer Service Processes Costs Training Time Etc.					
Company Reputation History Market Position Innovation Specialization					

HOW TO LEAD IN TOUGH TIMES 2017

for sales managers and sales leaders

**INCLUDE
2 FOLLOW UP
COACHING
SESSIONS
FOR
APPLICATION
AND RESULTS**



UPDATED
Improved version
from 2016 for 2017



INTRODUCTION



“When things are tough;
Work hard!

When things are very tough;
Work harder!”

~ Hanzo Ng,
Sales Ninja Grandmaster

- **How To Lead In Tough Times 2017** is a 2 days highly practical sales management and sales strategy training designed for sales leaders on leading, managing, transforming and turning around sales teams so everyone achieve sales targets!
- Malaysia is facing a terrible economy that caused lower consumer spending and lower commercial purchasing.
- Since 1997/8 crisis, your sales team have never faced such a tough market (on top of rough competitors) in the history of Malaysia. How are they going to survive this? More importantly, how are you as the sales manager and sales leader going to **survive the tough 2017?**

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!”



DAY 1

HOW TO LEAD IN TOUGH TIMES 2017 for sales managers and sales leaders

01

Tough Times: Indicators

- What makes the market tough right now?

02

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?

03

Tough Times: Strategies

Don't lose **hope**

- Do you have HOPE yourself as the leader?
- 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.

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 your sales team, 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 your sales team from supplying to selling value?

05

Tough Times: Strategies

Don't lose **sales**

- Your sales people might 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!



DAY 2

HOW TO LEAD IN TOUGH TIMES 2017 for sales managers and sales leaders

06

Tough Times: Communication

- Weekly review on targets vs actual.
- Monitoring on activities vs results.
 - Outcome: team did it and got results.
 - Outcome: team did it and no results.
- Outcome: team never did it.

07

Tough Times: Motivation

- Motivating with vision.
- Team motivation vs individual motivation.
- How to motivate anyone in tough times.
- How to inspire the team with HOPE.

08

Tough Times: Development

- How to improve sales team's performance.
- How to deal with under-performers.
- How to plan your development plan for your sales team.
- How to coach your sales team in tough times.

09

Tough Times: Celebrations

- How to celebrate successes big or small.
- How to execute reward and recognition.
- How to praise and boost the morale of your team.
 - How to run a sales contest, create exciting themes and conventions.

10

Tough Times: Action Plan

- How to ensure targets are achieved in tough times.





TESTIMONIALS

"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



FOLLOW UP COACHING

- **How To Lead In Tough Times 2017** – follow up coaching is a half day session done monthly for 2 months to ensure everything we cover in the 2 days training is effectively executed back at work.
- Why Monthly instead of Quarterly? People don't change after training unless coaching is executed immediately. Changing is hard, changing takes time and changing takes feedback. The sessions done monthly is vital to ensure all learnings are immediately applied at work so changes of behavior can be seen faster.
- Coaching session can be done either:
 - 9 am – 12 pm or 2.30 pm – 5.30 pm
 - Venue: client's venue.
 - No replacement allowed as the coaching sessions are necessary.



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strategies that tackle various
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all sales leaders!”



COACHING 1

This is a high energy follow-up session that will reinforce all learnings from previous trainings!

01

Refresher Session

Reinforcing all the key learnings from **How To Lead In Tough Times 2017**.

Relive all the experiences and challenges done.



02

Tackling Issues

Issues faced changing the sales team or applying the ideas learned in **How To Lead In Tough Times 2017**.

Sharing of issues and how to tackle it using the lessons learned.

Sharing of changes made and results obtained.

03

Challenges

Participants will be challenged to change and challenge themselves to achieve targets. Participants will share their action plans.



1 month after 2 days training
9 am – 12 pm or 2.30 pm – 5.30 pm
Venue: client's venue



COACHING 2

This is a high energy follow-up session that will reinforce all learnings from previous trainings!

01

Refresher Session

Reinforcing all the key learnings from How To Lead In Tough Times 2017.

Relive all the experiences and challenges done.



02

Tackling Issues

Issues faced changing the sales team or applying the ideas learned in How To Lead In Tough Times 2017.

Sharing of issues and how to tackle it using the lessons learned.

Sharing of changes made and results obtained.

03

Challenges

Participants will be challenged to change and challenge themselves to achieve targets. Participants will share their action plans.



2 months after 2 days training, 1 month after coaching 1
9 am – 12 pm or 2.30 pm – 5.30 pm
Venue: client's venue



RESULTS

Bank

HIGHEST sales record ever for the month!
 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.



Islamic Bank

HIGHEST sales record for Selangor region! Nationwide achieved 2014 budget in Oct!
 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.



Education

Achieved 110% target after the training!
 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.

Developer

RM 2,000,000.00++ closed IN the training itself!
 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.





RESULTS

Retail

65% Sales Increase!

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.



Manufacturer

Grew RM 30 Million in 1 year!

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.

FMCG

Targets Achieved!

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.

MLM

Licensing To 8 Countries!

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.





CLIENTS

And hundreds more...

Advertising/Media

Astro
DisplayMax
Media Prima

Automotive

Borneo Technical
Century Batteries
Naza

Banks

Al Rajhi
Bank Rakyat
Maybank

Construction

PJDCP Malta
Sudut Swasta
Syn Tai Hung

Consumer

Continental
Yeos
York

Government

CGC
CyberSecurity
MDEC

Healthcare

Novo Nordisk
Pfizer
Preventive Healthcare

Industrial

BASF Petronas Chemicals
IFM Electronics
UMS Industries

Insurance

Berjaya Sampo
Prudential

ICT

Century Software
Ingram Micro
Kompakar

Logistics

Dimerco Asia
FM Global Logistics
Tasco

Office Equipment

Canon
Fuji Xerox
Toshiba TEC

Property Developers

Guocoland
Iskandar
S P Setia

Retailers

Courts
Crocs
Focus Point

Telcos

Digi
Time DotCom
Tune Talk

Training/Education

Fleming Gulf
KDU
SEGI

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.

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>





INVESTMENT



HOW TO LEAD IN TOUGH TIMES 2017 for sales managers and sales leaders



RM 15,000.00 10-20 pax.
RM 79.90 per workbook.
RM 7,500.00 for 2 coachings.

Budget:

- ✓ Sales Ninja is sales specialist that trains thousands of sales people and leaders annually.
- ✓ Practical hands-on with coaching on skills learned.
- ✓ High energy & exciting delivery.
- ✓ Young & dynamic sales trainer.
- *Includes training, trainers, tool, but excluding gst, workbooks, venue, hotels and travelling claims.



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