



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

# HOW TO SELL IN TOUGH TIMES 2017

for sales professionals in all industries

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



**UPDATED**  
Improved version  
from 2016 for 2017



# INTRODUCTION



- **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?**

“When things are tough;  
Work hard!

When things are very tough;  
Work harder!”

~ Hanzo Ng,  
Sales Ninja Grandmaster

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 SELL IN TOUGH TIMES 2017 for sales professionals in all industries

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 – **Be A Warrior!**

- 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.

3A

### 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...

3B

### 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](https://youtu.be/f77Fmjs_Pws)





# DAY 2

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

04

### Tough Times: Strategies

Don't lose customers – **Be A Master**

- 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?
- Closing strategies for Tough Times (lose customers if you don't use these techniques)

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Product Quality/Quantity Features/Technology Reliability Support/CS	<p><b>FREE:</b> Template worth RM 15,000 that our in-house clients pay for!</p>				
People Availability Language Experience Reliability Response Risk/Help					
Service Channels/Options Process Cost Speed Flexibility					
Company Reputation/Brand History Market Position Key Personnel Organization					

SALES NINJA 2



05

### Tough Times: Strategies

Don't lose sales – **Be A Hunter**

- 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.
- Proven approach to boost your sales and acquiring new clients!
- Metrics and measurement for results!



# DAY 2

HOW TO SELL IN TOUGH TIMES 2017  
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## 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.

YouTube:

<http://youtu.be/KLpIIIICE28>



## 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>





# 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 Sell In Tough Times 2017** – follow up coaching is a half day session done bi-weekly/monthly for 2 sessions to ensure everything we cover in the 2 days training is effectively executed back at work.
- **Why Bi-weekly/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 immediately 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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# 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 Sell In Tough Times 2017**.

Relive all the experiences and challenges done.



02

## Tackling Issues

Issues faced selling to customers or applying the ideas learned in **How To Sell 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 weeks/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 Sell In Tough Times 2017**.

Relive all the experiences and challenges done.



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# WHY

- ✓ Specially designed to tackle Malaysia's 2017 economic and market situation.
- ✓ Tackle **3 key issues** faced by sales teams: mindset – lose hope, price defend, existing customers not enough to achieve sales targets.
- ✓ 2 + 2 coaching sessions to ensure application and *results*. Partner client's sales leaders and managers to execute.
- ✓ **Drive change** in behavior thru **metrics and measurement**: leads, calls, appointments, potentials, conversion – daily!
- ✓ Added value: whatsapp group support. Unlimited Q&A. Weekly challenges. Daily sales boosters.





# 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>





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SALES NINJA	2				

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Training: Feb 20-21, Mon-Tue, 9.00 am – 6.00 pm  
 Coaching: March 13, Mon, 2.30 pm – 6.30 pm  
 April 14, Fri, 2.30 pm – 6.30 pm

Where: Sani Hotel Jalan Putra (near PWTC & Tune Hotel)  
 Price: ~~RM 2,999.00~~ RM 2,599.00 per pax

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# INVESTMENT



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



**RM 15,000.00 10-20 pax.**  
**Additional pax: RM 750**  
**RM 79.90 per workbook.**  
**RM 7,500.00 for 2 (4) coachings.**

**Budget: RM 24,098.00**

- ✓ 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.
- ✓ Uses metrics and measurement.
- \*Includes training, trainers, tool, but excluding gst, workbooks, venue, hotels and travelling claims.



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