

"B2B Sales Leadership": Lead Your B2B Sales Team To Achieve 2026 Sales Targets, From Opportunity Creation to Closing Sales, AI Powered.

2 DAYS TRAINING: 9AM-5PM

1. **Intro:** B2B Sales Leadership is a practical program with proven sales management methodologies that leverages AI to master sales leadership and management of the B2B sales process.
2. **Objective:** To equip sales leaders with the mindset and skill sets to lead any B2B sales teams, new or experience, mastering opportunity creation to closing, leveraging both MNC selling methodology and the latest AI technology.
3. **Methodology:** This 2 days training is structured around real-world scenarios, case studies, and hands-on exercises, allowing you to experience the power of B2B sales leadership in 2026. No theories, only practical. Must bring laptop.
4. **Date:** 27th - 28th Apr 2026, 10th - 11th Jun 2026, 9th - 10th Sep 2026
5. **Venue:** The Everly Putrajaya Hotel.
6. **Time:** 9.00 am - 5.00 pm. Training, food, venue included *subject to change.
7. **Price & Promo:** RM5,000.00 per pax. 1 Free 1. HRDC claimable.
8. **"Equip yourself with the strategy of a true Sales Leader. Join 'B2B Sales Leadership: Lead Your B2B Sales Team To Achieve 2026 Sales Targets' and master the art of B2B sales and conquer the B2B sales battleground today!!"**



- SHARPEN SALES STRATEGIES AND SKILLS IN B2B SALES LEADERSHIP.
- UNDERSTAND AND LEARN ABOUT NEW AI TOOL: AI TECHNOLOGY AND ITS APPLICATION TO HELP BE MORE SUPERIOR IN SALES EXECUTION.

- Trained many B2B companies on **enterprise selling/account management/key account management/solution selling/account growth:**

AGCO GSI, Carsem, Electrorent APAC, Daikin APAC, Behn Myer, Bostik
 Findley, Dimerco APAC, GHL, Gussman, Halton Group, Hitachi Sunway, HITTs,
 HPMT, IFCA MSC, Intraco, HKBN JOS, Iris Corp, Karcher, Lenovo, Matco, Media
 Prima, Nexus Wise, Overseas Lighting, Pakai, Pepperl and Fuchs, Phar,
 Solarvest, Swagelok, Thumb Prints, Tokai Engineering, Hartalega global team
 and more...

- Trained many B2B companies on **channel/dealer** selling: **Michelin, Continental,**
 Luxottica, Yeos MY, Yeos SG, Borneo Technical, Century Batteries, Alpha
 Tiles, Sudut Swasta, Syn Tai Hung, York, Fujiaire, DPO International, Mead
 Johnson, Nestle, Jardine, ECS, Ingram Micro, Kansai, Digi, Tunetalk,
 Seamaster, Legrand, Hoya Lens Malaysia, Spritzer and more...



HYUNDAI

Canon

'TORAY'



Coca-Cola

L'ORÉAL



Nestlé

Lenovo



Panasonic



B2B Sales Leadership Is **Specially** Designed For:

1. **Experienced B2B sales leaders** aiming to sharpen their skills, improve their sales strategies, learn about the latest AI tools, and improve their overall sales performance.
2. **Sales directors, sales managers and team leaders** seeking to understand cutting-edge sales strategies, methodologies, techniques and AI tools, like ChatGPT, to better guide their teams and enhance their sales execution.
3. **Entrepreneurs and business owners** who want to understand the B2B sales process at the advanced level to drive growth and profitability for their companies using the latest strategies and technologies.
4. **New B2B sales leaders** looking to grasp the secrets of sales management and quickly bring their team to become target achievers.

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2 DAYS TRAINING: 9AM-5PM



Why Join "B2B Sales Leadership" 2 Days Training:

- 1. Advanced Leadership Skills:** Gain in-depth knowledge and practical skills in advanced sales leadership, essential for managing successful B2B sales teams.
- 2. Cutting-edge Sales Strategies:** Learn about the latest sales strategies and how to implement them effectively, including leveraging AI and CRM tools.
- 3. Networking Opportunities:** Connect with other sales leaders and professionals, providing valuable networking and learning from peers' experiences.
- 4. Hands-on Learning Experience:** Engage in interactive sessions, workshops, and real-world case studies, ensuring a practical understanding of concepts.
- 5. Enhanced Team Performance:** Equip yourself with the tools and knowledge to improve your team's sales performance and drive business growth.

- ▶ **SHARPEN SALES STRATEGIES AND SKILLS IN B2B SALES LEADERSHIP.**
- ▶ **UNDERSTAND AND LEARN ABOUT NEW AI TOOL: AI TECHNOLOGY AND ITS APPLICATION TO HELP BE MORE SUPERIOR IN SALES EXECUTION.**

2 DAYS TRAINING: 9AM-5PM



Day 1: Shogun White Belt

Time	Objective	Content	Activities
9:00am - 10:00am	Understanding B2B sales landscape and industry pain points. Introduction to sales management.	The change of B2B selling landscape. Why we need to change?	Group activity: Sales problems.
10:00am - 10:30am	Break		
10:30am - 1:00pm	Understand metrics and measurement in crafting your sales strategies to achieve your 2026 targets.	Sales culture. Sales strategy for direct sales, channel/dealer sales, project sales.	Group activity: ChatGPT brainstorming, sales strategies sharing and presentation.
1:00pm - 2:00pm	Lunch Break		
2:00pm - 3:30pm	Prospecting to the target account.	Outreach target contacts. Connections vs campaigns. Using CRM. Launching sales attack. Master prospecting.	Group activity: strategizing the attack plan. Writing prospecting messages.
3:30pm - 4:00pm	Break		
4:00pm - 5:00pm	Drive sales execution.	Sales execution. Sales training. Sales monitoring.	Group activity: Shogun Henka game.

Day 2: Shogun Black Belt

Time	Objective	Content	Activities
9:00am - 10:30am	Mastering opportunity management, funnels and moving opportunities.	Understanding BATONS + PAS, qualifying accounts effectively. Case studies. Relationship mastery.	Group activity: role-play activity: Qualifying a potential account
10:30am - 11:00am	Break		
11:00am - 1:00pm	Influencing stakeholders and selling ROI	Understanding stakeholder needs, selling ROI effectively, closing sales.	Group activity: group presentations by rotation.
1:00pm - 2:00pm	Lunch Break		
2:00pm - 3:30pm	Driving the team to achieve sales targets.	Strategizing. Setting goals. Training. Performance review.	Group activity: Shogun Numbers game.
3:30pm - 4:00pm	Break		
4:00pm - 5:00pm	Closing the training.	Summary. Action plan. Evaluation. Group photo.	Breaking targets martial arts activity. Commitment.

Day 1: Shogun White Belt

Timing: 9:00am – 10:00am (B2B Sales Mastery)

Objective: To provide sales leaders with a solid understanding of the B2B sales landscape, focusing on the identification and understanding of common industry pain points. It also introduces the use of Artificial Intelligence (AI) tools ChatGPT in the sales process.

Content: Introduction to the world of B2B sales. The unique characteristics of B2B sales and the skills required to excel in this field. The importance of understanding your customer's business, the long-term nature of B2B relationships, and the complex decision-making process involved.

Industry pain points. Understanding the pain points of industries and stakeholders you are selling to is a key aspect of B2B sales. It allows you to position your products or services as solutions to these problems, making your offering more appealing.

ChatGPT in sales. AI tools like ChatGPT can help sales professionals automate and streamline certain tasks, freeing up time for more high-value activities. They can also provide insights that can help improve sales strategies.

Activity: sales leaders will break into groups based on their sales channels like direct sales, channel sales or project sales, each focusing on a different industry. The task is to brainstorm and discuss potential pain points that businesses in their assigned industry might face.

Each group will use AI tools like Chat GPT to gather information and insights relevant to their industry. Groups will then present their findings, focusing on how these pain points can be leveraged to tailor a sales approach. This activity aims to enhance understanding of the challenges businesses face and the importance of tailored sales strategies.

ORG PAINS INDUSTRY = MANUFACTURING/TRADING/SERVICES	
STAKEHOLDERS	PAIN
CEO	
CTO	
COO	
OPERATIONS	



Day 1: Shogun White Belt

Timing: 10.30am – 1.00pm (B2B Sales Strategy & Sales Challenges)

Objective: This session aims to equip sales leaders with the necessary skills to craft and execute effective sales strategies that are aligned with their 2026 targets. It focuses on developing a deep understanding of the sales culture within various sales channels such as direct sales, channel/dealer sales, and project sales. The session also emphasizes the importance of metrics and measurement in strategizing and achieving sales goals.

Content: Understanding Sales Culture: An exploration of different sales cultures in B2B environments, highlighting how these cultures impact sales strategies and execution. This includes a discussion on the varying approaches required for different sales channels.

Metrics and Measurement: A deep dive into the role of metrics in crafting and evaluating sales strategies. This section will cover how to select appropriate metrics, track progress, and use data to inform decision-making.

Leveraging AI in Sales Strategy: Use ChatGPT in sales strategy development.

Activity: sales leaders will be divided into groups based on their sales channels (direct, channel/dealer, project). Each group will discuss the unique aspects of their sales culture.

Each group will develop a sales strategy for their respective channel, considering the 2026 targets. This includes setting goals, defining metrics, and outlining execution plans.

Each group will present their strategy to the rest of the sales leaders. This will be followed by a feedback session where groups can discuss, critique, and learn from each other's strategies.

Differentiation	More	Better	Different	Same	Less
Product Quality/Durability Feature/Techology Performance Impact/KPIs Design/ETC...					
People Product/Industry Knowledge Experience Relationships Manager Sales Ninja					
Service Delivery/ables Inventory Credit Training Speed ETC...					
Company Time established Branding Market Position Size/financials Specialization					

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TRIGGER EVENTS



- Bad experience with current supplier.
- New management team.
- New job/role for your target contact.
- New role of any kind related to you.
- New investor.
- Company expansion/new markets.
- New product/service launching.
- Client competitor launches new product/service.





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Day 1: Shogun White Belt

Timing: 2.00pm – 3.30pm (B2B Prospecting and Targeting)

Objective: This session focuses on enhancing skills in prospecting and targeting the right accounts in B2B sales. Sales leaders will learn about effective outreach strategies, relationship building, and leveraging CRM tools for prospecting success.

Content: B2B prospecting Techniques: An exploration of sophisticated prospecting methods tailored for B2B sales. This includes utilizing cold outreach, digital platforms, and networking events to identify and engage potential clients.

Effective Outreach and Connection Strategies. How to create impactful outreach messages that resonate with target audiences. Strategies for initial contact, follow-up, and nurturing leads through various stages of the sales funnel.

Targeting the Right Accounts: Techniques for identifying and prioritizing high-value accounts. Discussion on account-based marketing (ABM) and its application in B2B sales.

Leveraging CRM for Prospecting: Utilizing Customer Relationship Management (CRM) tools to streamline the prospecting process. This covers tracking interactions, managing leads, and using CRM data to refine sales strategies.

Activity: sales leaders will be divided into small groups, each assigned a specific industry or market segment. Each group will develop a comprehensive prospecting strategy for their assigned industry, focusing on identifying potential high-value accounts and deciding on the best outreach methods. Sales leaders will craft sample outreach messages tailored to their target accounts. This will involve creating initial contact messages, follow-up emails, and social media outreach content. Groups will present their prospecting strategies and sample messages. Feedback will be provided by facilitators and other sales leaders.

TARGET ACCOUNT

CURRENT
CONTACT

OTHER
CONTACTS

CONNECT + CAMPAIGNS

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1 THE HUNTING

- ✦ Find the right person to contact (name).
- ✦ Research using LinkedIn if available.
- ✦ Start with an cold email. Template it.

- 1: intro with research about them (personal/professional).
- 2: follow-up on previous email.
- 3: add value (research medical/non-medical trends/iso14001/osha).
- 4: follow-up on previous email.
- 5: send a video or link.
- 6: follow-up on previous email.
- 7: send a pdf that will interest them (migrant workers practices)
- 8: follow-up on previous email.
- 9: any interest email.

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Day 1: Shogun White Belt

Timing: 4.00pm – 5.00pm (B2B Sales Execution)

Objective: This closing session integrates Japanese cultural practices into sales training, focusing on learning, monitoring, motivation, and attention to detail. The "Shogun Henka Sales Leadership Game" is designed to reinforce the day's lessons through physical movement and the use of Japanese words, emphasizing the importance of discipline, precision, mindsets and leadership in sales.

Content: Learn the importance of driving the team to achieve their targets by transferring know-hows to the team. Train the team through a series of role-play practices, encourage them to succeed, motivating them as they improve. Pay close attention to details of execution and learn that knowing and doing can be totally challenging.

Activity: sales leaders engage in a series of physical movements derived from Japanese practices, each linked to a specific lessons.

As sales leaders perform each movement, they will shout the corresponding Japanese word or phrase, reinforcing the connection between the physical action and the sales concept.

Facilitators will monitor sales leaders for correct form and pronunciation, providing immediate feedback. This simulates the sales monitoring process where details matter.

Each team performs their routine in front of the group. After each performance, there will be a group discussion to extract lessons and insights on how the embodied principles can be applied in real-world sales scenarios.



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2:00pm - 3:30pm	Prospecting to the target account.	Outreach target contacts. Connections vs campaigns. Using CRM. Launching sales attack. Master prospecting.	Group activity: strategizing the attack plan. Writing prospecting messages.
3:30pm - 4:00pm	Break		
4:00pm - 5:00pm	Drive sales execution.	Sales execution. Sales training. Sales monitoring.	Group activity: Shogun Henka game.

Day 2: Shogun Black Belt

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9:00am - 10:30am	Mastering opportunity management, funnels and moving opportunities.	Understanding BATONS + PAS, qualifying accounts effectively. Case studies. Relationship mastery.	Group activity: role-play activity: Qualifying a potential account
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3:30pm - 4:00pm	Break		
4:00pm - 5:00pm	Closing the training.	Summary. Action plan. Evaluation. Group photo.	Breaking targets martial arts activity. Commitment.

Day 2: Shogun Black Belt

Timing: 9:00am – 10:30am (B2B Opportunity Management)

Objective: To enable sales leaders to master the skill of account qualification in B2B sales. sales leaders will learn about the BATONS + PAS framework and effective techniques to qualify accounts successfully, build solid relationships and use case studies for effective persuasion.

Content: Building a comprehensive understanding of the BATONS + PAS methodology, which serves as a guide for effective account qualification. sales leaders will learn the significance of each element in the methodology and how to apply them in real-world scenarios.

They will understand the key criteria for assessing accounts, such as budget, authority, timeline, others, needs and size, as well as the importance of understanding the customer's Pain, Agitate, and Solution (PAS). This is a very strong consultative selling model that sales leaders must learn to train their team.

Sales leaders will explore various strategies to gather crucial information, ask insightful questions, and assess the fit between their offering and the customer's needs and requirements.

They will also learn how to train their sales team to build effective relationships with their customers and use powerful and relevant case studies to improve conversion.

Activity: In the group activity, sales leaders will engage in a role-play activity focused on qualifying a potential account. Each group will be given a scenario and assigned roles of sales representatives and potential customers.

They will simulate a sales conversation, applying the BATONS + PAS framework and employing effective account qualification techniques while building effective relationships and using case studies as persuasion. This activity will allow sales leaders to practice their skills, receive feedback from other sales leaders and trainers, and enhance their ability to qualify accounts in a realistic setting.

CREATING NEEDS			
Opportunity Name		Close ended BATONS + PAS BATONS = Budget, Authority, Time, Others, Needs, Size/Structure	Open ended BATONS + PAS PAS = Problem, Agitate, Solution How/what/when/where/why/who
What does it do?			
What does it solve?			
Impact / Results / KPIs			
Revenue Target			
Win Timing			

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CASE STUDIES	
Client Name and Profile:	
Issues/ Challenges/ Problems:	
Solutions:	
Impact/ Results/ KPIs:	
Testimonials/ References:	

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Day 2: Shogun Black Belt

Timing: 11.00am – 1.00pm (B2B Closing)

Objective: Equip sales leaders with advanced skills in managing the sales funnel, leveraging client champions, and mastering ROI selling to effectively close deals.

Content: The importance of storytelling in presenting case studies that resonate with stakeholders and champions within client organizations. Strategies for identifying and nurturing internal champions who can advocate for the product or service. Focus on how these champions can influence decision-making and help navigate through the sales funnel.

ROI selling will provide techniques for quantifying and communicating the return on investment to stakeholders. Emphasize the use of financial analysis, metrics, and persuasive narrative to demonstrate the value proposition.

Lastly, the session will focus on the art of closing sales. sales leaders will explore different closing strategies, and approaches to overcome objections. They will learn how to create a sense of urgency, secure commitment, and effectively navigate the final stages of the sales process to achieve successful closures.

Activity: sales leaders will form groups based on industry verticals and be assigned a case study and a role as a stakeholder or a salesperson. Each group will analyze their case study to identify key elements that showcase their offering's value and prepare a short presentation aimed at convincing stakeholders of the ROI.

Each group will present their case study and ROI strategy to the class, receiving real-time feedback from both peers and facilitators on the effectiveness of their approach and presentation skills.



INFLUENCING ALL STAKEHOLDERS			
Name		Pain	
Titles		APPROVALS/DECISION-MAKERS	
Name		Pain	
Titles		EVALUATORS/TECHNICAL/IMPLEMENTERS	
Main Pains		Solutions	
Main Pains		Solutions	
Main Pains		Solutions	

Day 2: Shogun Black Belt

Timing: 2.00pm – 3.30pm (Driving The Team: Shogun Numbers Game)

Objective: To enable sales leaders to lead their sales teams to achieve the sales targets in an experiential game.

Content: In this experiential game, we will focus into the art of strategic planning, where you will learn to set ambitious targets and craft excellent plans to achieve them. We will explore the importance of repeatable process of sales training, emphasizing the development of a continuous learning environment that encourages adaptability and skill enhancement.

Motivation will be a central theme, as we examine how to inspire and maintain high energy levels within your team, even when faced with the most daunting challenges. We will engage in practical exercises to review and monitor team performance, ensuring that your sales force is not only aligned with company goals but also consistently achieving them.

This game will stress the importance of a positive mindset, instilling a belief in the possibilities and a persistent, focused approach to overcoming obstacles. You'll be equipped with tools and techniques to challenge your team, fostering a culture of excellence and unwavering belief in their capabilities to meet and exceed high-set goals.

Activity: sales leaders will come together to form cohesive units, each tasked with setting ambitious sales goals. With balls in hand, each team will devise a tactical approach, aiming to hit specific targets that represent their customer segments. The game emphasizes a repetitive practice approach, symbolizing the consistent effort required in sales training and the cultivation of skills necessary for success.



Day 2: Shogun Black Belt

Timing: 4.00pm – 5.00pm (Closing The Training)

Summary:

To recap the key learnings and highlights of the program. Topics covered, main takeaways and important concepts. Reinforcement of the key learning points and helps sales leaders solidify their understanding of the material covered throughout the program and ending the training where sales leaders need to break a martial arts board with their hands while chanting they can do it!

Action Plan:

sales leaders will be guided through an action planning activity called before I-now I. They will be encouraged to reflect on the knowledge and skills gained during the training and identify specific actions they plan to take to apply what they have learned.

Evaluation:

sales leaders' feedback and evaluation will be collected.

Group Photo:

To commemorate the completion of the training program and foster a sense of camaraderie among sales leaders.



- Founder and sales leader of Sales Ninja Training Sdn Bhd (sales solutions company), Hero Training Sdn Bhd (soft and technical skills training provider), Aggressive ROI (global LinkedIn marketing agency), ChatCoach Sdn Bhd (global AI platform for Learning & Development). 0 pay cut during pandemic period.
- Trained 800+ corporations and thousands of SMEs.
- Trained thousands of sales leaders and managers annually.
- Vistage Malaysia speaker of the year. Members = RM100 Billion.
- Speaker for MRCA, Rehda, AFA and various associations.
- Consultant for Mah Sing and UEM Sunrise to build their internal sales academy to onboard and upskill property sales.
- Hired by many companies to train them digital selling during MCO to move from gallery selling to webinar selling.
- 26 years sales experience. Sales exec to sales director.
- Trained in direct, enterprise, channel, retail, export, digital sales.
- Social media followers, 20k LinkedIn, 70k Tiktok, 100k FB.



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