



THE SALES CHAMPION MINDSET AND ATTITUDE

ATCEN

Tel: +603-7728 2623 Fax: +603-7728 2620 Email: info@atcen.com Website: www.atcen.com

Date : 23rd – 24th January 2019
Venue : Premiera Hotel, Kuala Lumpur

Workshop Description

It is an undeniable fact that sales skills have to be complemented by the right sales mindset. It is a natural progression and an essential development of a Sales Professional. How often have organizations focused on intensive sales skills training and have neglected “mind training” for its sales staff. In the Sales 2.0 economy, success lies in the sales professional’s ability to think.

The Sales Champion Mindset workshop focuses on the development of the mind of the Sales Professional. To develop and train the mind to have a razor-sharp focus and structured thinking skills. This workshop will change the way you think about sales. It will guide the new, transform the old and elevate the performer to Sales Champion leagues.

Workshop Learning Objectives

- Aligning your thought pattern to be sales focused;
- Leverage on our in-built Mind Power to achieve success;
- Steps and actions that need to be taken to achieve Sales Champion status;
- Create an entrepreneurial mode of execution;
- Develop a positive mindset and outlook in sales life;
- Develop the mind to produce positive thoughts;
- Plan a concrete success-building plan;
- Discover why your thinking power is more important than mere intelligence.

Who Should Attend?

- All Sales Professionals

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

Chronology applies for Day 1 and Day 2.

Facilitated & Marketed by:

ATCEN

This training is **PSMB claimable**
Subject to PSMB approval

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Module Outline

Module 1: Understanding the Sales Champion Mindset

- Uncovering How the Sales Champion's Mindset Works
- 10 Reasons Why the Sales Champion Mindset Will Triumph Every Time
- How is My Mindset? – The Sales Champion Checklist

Module 2: The Entrepreneurial Edge

- The Main Component of a Sales Champion's Success – The Entrepreneur Aptitude and Attitude
- The 5 Key Entrepreneur Relationship Links: Passion, Strategy, Capability, Customers and Resources
- "Are you hungry for success?" – Discovering and Recognizing your Compelling Reason

Module 3: Develop SMART Targets and Action Plans for Sales Success

- Developing Personal Objectives, Goals and Targets
- Develop Action Plans, Measurable Achievements & Time-line
- Making Commitments and Seeking Accountability Partners

Module 4: Turning Defeat Into Victory and Looking Ahead

- Understanding that Persistency and Consistency Pays
- Approaches to Turning Defeat into Victory
- Developing a Personal and Professional Strategic Focus and Personal Development Plan in Life

Exercise: Developing your own entrepreneurial business plan and assessing it with the entrepreneurial checklist.

Program Facilitator

Ken Ng

Ken serves as Principal Consultant and Chief Master Trainer for The ATCEN Group – the People Development expert. He is a Certified Professional Speaker, Certified Support Manager from Service & Sales Support Professional Association of America, Certified Master Trainer from Western Kentucky University, Certified Master Key Account Manager and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian customer interaction management and sales industry since the mid-90's and is better known as "Service Sifu" and the "Ultimate Sales Dragon" to his peers, colleagues, partners and customers.

With more than 25 years of both strategic and operational sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on sales, marketing, contact centers and Customer Experience in Asia Pacific. Dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He is nominated by the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of the notable judges in the highly recognized CRM & CCAM Annual Awards in various categories.

His expertise has led to consulting and performance enhancement engagements regionally with Multi-national Companies, Large Local Conglomerates and Government Linked Companies where he focuses on the mission critical aspects of sales, marketing and customer interaction; Customer Experience Strategy Mapping, Strategic Sales and Service Blueprint design, Human Capital Recruitment & Development, Sales & Marketing Framework, Sales Motivation & Teamwork, Branding, Business Development, Key Account Management, Business Process Improvement, Performance Management implementation and Contact Center Management.

Ken first became involved with sales and Service in the mid-80's while he was still in America. Since then, he has held a variety of leadership, management and operational roles in sales, service, marketing, collections for major sales and service operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as CEO of an Experiential Learning Company, CEO of a Leadership Development Company, Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting the South East Asia and Asia Pacific region, Marketing Consultant for Microsoft Malaysia's MSN portal, Sales and Marketing Strategist for the Kirby Company, USA to Manager of University Service Delivery of Oklahoma University.

CLIENTELE

Companies that have attended ATCEN's programs:

ACSON Malaysia	EPSON Malaysia	Malayan Banking (Maybank)	Sabah Shell
AEON Credit	Esthetics International Group	Malaysia Communication & Multimedia Commission (MCMC)	SAJ Holding
Affin Holdings	Etiqa Insurance	Malaysia Airlines	Sanofi-Aventis
Affin Hwang Asset Management	Express Rail Link	Malaysian Investment Development Authority	Sapura Resources
AIG Shared Services	Exxon Mobil Corporation (M)	Malaysian Life Reinsurance	Sapura Kencana Petroleum
Air Asia	F&N Beverages Marketing	Malaysian Resources Corporation	Sarawak Information Systems (SAINS)
Airfoil Services	F&N Dairies (Malaysia)	Mandarin Oriental Kuala Lumpur	SCAN Associates
Ajinomoto	FCS Computer Systems	Manpower Staffing Services (M)	SCHOTT Glass
Alliance Bank	Felda Prodata System	Mary Kay (M)	Scomi Group
Amanah Raya	Fibertex Personal Care	Mass Rapid Transit Corporation	SEA ORGA
Amanah Saham Nasional (ASNB)	Focus Malaysia	Maxis	Securities Industry Development Corporation
AmBank	Formis Network Services	MEASAT Broadcast Network Systems	SEGi College
American International Assurance (AIA)	FPG Oleochemicals	Media Prima	Senheng Electric (KL)
AmGeneral Insurance	Fresenius Medical Care	Merchantrade Asia	Shangri-La Hotels
Arvato Systems	Fuji Xerox Malaysia	Mesiniaga	Shell
Asia Assistance Network	Fujitsu Telecommunications	Microsoft (M)	Siemens Healthcare
Asian Banking School	General Electric (M)	MIDF Property	Siemens Malaysia
Asian Finance Bank	Genting Malaysia	MIMOS	Silterra
Asian NDK Crystal	Gleneagles Kuala Lumpur	MISC	Silverlake
Atos Origin Services	Globetronics Technology	Mitsui O.S.K Lines (M)	Sime Darby
Automobiles Peugeot	GRAB Malaysia	MSIG Insurance	Singtel
Averis	Great Eastern Life Malaysia	Multimedia University	Skynet Worldwide
AXA Affin General Insurance	GCH Retail (M)	Multi-Purpose Insurance	SME Bank
AXA Life Insurance	Gucci (Malaysia)	Mydin Mohamed Holdings	SME Corp
B Braun Medical Industries	Habib Jewels	Nanyang Press	SNT Global
Baker Hughes Malaysia	Halal Industry Development Corporation	National Bank of Abu Dhabi	Sony EMCS
Bangkok Bank	Heidelberg Malaysia	NEC Corporations of Malaysia	SP Setia
Bank Islam (M)	Heineken Malaysia	Nestle Products	SPR Energy
Bank Kerjasama Rakyat (M)	HeiTech Padu	Nike Sales Malaysia	SRG Asia Pacific
Bank Muamalat	HELP University College	Nistrans (M)	Standard Chartered Bank
Bank Negara Malaysia	HeveaBoard	Northport (Malaysia)	Star Publication
Bank of China	Hilti Asia IT Services	O'Connor's Engineering	StemLife
Bank of Maldives	Hitachi Malaysia	OCBC Bank (M)	Sumitomo Mitsui Banking Corporation
Bank Simpanan Nasional	Honda Malaysia	Olympus	Sunway
BASF Petronas Chemicals	Hong Leong Bank	Overseas Assurance Corporation	Suruhanjaya Syarikat Malaysia (SSM)
BBDO Asia (M)	Hong Leong Yamaha Motor	P&O Global Technologies	SWIFT Support Services Malaysia
BD Agriculture (M)	HSBC Bank	Pacific Mutual Fund	Symphony BPO
Berjaya Sampo Insurance	Hua Yang	PayNet	Takaful Ikhlas
BMW Credit (M)	Huawei Technologies (M)	PayPal	Taylor's University
BMW Group (M)	IBM Malaysia	Pembangunan Sumber Manusia (PSMB)	Teckwah Paper Products
Boustead	IJM Corporation	Penang Skills Development Center (PSDC)	Telekom Malaysia
Bridgestone	Ikano Pte Ltd	Pengurusan Air Selangor	Tenaga Nasional
Bristol-Myer Squibb	IKEA Malaysia	Perbadanan Bekalan Air Pulau Pinang	TGV Cinemas
British Council	Institut Jantung Negara	Pernec	The Hilton Group
Bursa Malaysia	International Medical University	Perodua Manufacturing	The Lion Group
Canon Marketing	INTI College	Perodua Sales	The New Straits Times Press
CCM Pharmaceuticals	IOI Group Corporation	Petroleum Nasional (PETRONAS)	TIME dotcom
Celcom Axiata	IPG Mediabrands	PETRONAS ICT	TNB IIsas
Cerebos (M)	Iskandar Investment	Pharmaniaga	TNT Worldwide Express
Cigna International Health Services	Johnson Controls	PHHP Marketing	Tokio Marine Insurans (M)
CIMB Bank	Johor Corporation	PLUS	Top Glove
Cisco Systems Malaysia	Jotun Paints	Pokka Ace	Toshiba
Citibank Malaysia	KBU College	POS Malaysia	Touch 'n Go
Cititel Mid Valley	KDU College	PPG Coatings	Tourism Malaysia
City Facilities Management	Kementerian Kesihatan Malaysia (MOH)	Prasarana	Toyota Auto Body
CNI Enterprise	Kenanga Investment Bank	Prince Court Medical Centre	Toyota Capital
Continental Tyre PJ Malaysia	Kerry Ingredients (M)	Prometric Technology	U Mobile
Courts Mammoth	Khazanah Nasional	Proton Holdings	UEM Sunrise
Credit Guarantee Corporation	King's Confectionery	Prudential BSN Takaful	UEM World
CSC Malaysia	KPJ Healthcare	Prudential Service Asia	UITM
Dagang Net Technologies	KPMG Malaysia	Qinetics Solutions	UMW Corporation
Daikin Refrigeration Malaysia	Kraiburg TPE Technology (M)	RAM Holdings	UMW Motor
Danone Dumex (M)	Kumpulan Wang Persaraan (KWPAP)	Rapp Collins	UOB
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	RBC Investors & Treasury Services	UTSB Management
Dentsu (Malaysia)	Kuwait Finance House	REDtone International	VADS
Dhiraaghu Maldives	Lafarge	Reckitt Benckiser	Vale Malaysia
DHL Global Forwarding (M)	LB Aluminium	Rentwise	Weir Minerals
DHL Information Services	Lembaga Hasil Dalam Negeri Malaysia	ResMed	Volvo Malaysia
Digi	Lembaga Pembangunan Industri Pembinaan	RHB Bank	Watsons Personal Care Store
DKSH Malaysia	Lexus	RHB Insurance	Western Digital
DRB-Hicom	L'oreal Malaysia	Ricoh (Malaysia)	X-FAB Sarawak
Eastern Pacific Industrial Corporation	Luen Heng F&B	Robert Bosch	Zenith Media
Edaran Otomobil Nasional	Majlis Amanah Rakyat (MARA)	Royal Selangor Marketing	Zurich Insurance
Edaran Tan Chong Motor	Malakoff Utilities		

To Register or For More
Information

Kindly call **03-7728 2623** or
email to **info@atcen.com**
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