

Results Driven

Sales Force Management Conference

2006

24 - 26 May 2006

Hotel Equatorial Kuala Lumpur, Malaysia

Researched and Produced by:

ATCENSM Differentiates Your Service

“High Performance Focused is the
only Sustainable Competitive Edge
in Achieving Results”

Gold Sponsor:

TrainingTouch

Version 1.6

Conference

Sales Force Management Conference 24 May 2006

Sales Force Management Conference is an interactive experience with exciting speakers, interesting panel discussions and senior sales management delegates. The event will have leading practitioners giving invaluable insights, innovative strategies and success stories to support your organization in achieving the desired sales results.

Organized by
ATCEN Sdn Bhd

Training Program

High Performance Sales Force Management Program 25 & 26 May 2006

Developed for sales management team leaders, this comprehensive program provides insights into the challenges of day-to-day sales management and operations. It will focus on the ways to enhance the sales force team, the team culture and the operation process to achieve greater sales performance and productivity.

Facilitated by
Ernie Chen
Group Managing Consultant/ CEO
ATCEN Group

Who should attend

CEOs . Head of Sales . Head of Marketing . Head of Business Development . Head of Customer Service . Head of Operations . Head of Retail Management . Head of Training .

Key Conference Highlights

- ◇ Developing a strategic plan to achieve your sales objectives;
- ◇ Understanding simple yet effective strategies that will keep your sales workforce morale high;
- ◇ Designing performance management and KPIs to monitor and measure sales performance;
- ◇ Developing learning and development strategies to achieve high performance and desired results;
- ◇ Sales management numbers on operational efficiency and effectiveness;
- ◇ Understanding Best Practices for rewarding our sales force;
- ◇ Leveraging on technological breakthroughs to enhance sales management;
- ◇ Leveraging on outsourcers to reduce cost and enhance sales productivity

Key Benefits

- ◇ **Acquire** result driven sales strategies for your organization
- ◇ **Learn** how to perform best in class market analysis and target segmentation
- ◇ **Gain Insights** on successful and effective strategies to acquire the best sales force workforce
- ◇ **Discover** how to develop and implement performance management and KPIs to monitor sales performance
- ◇ **Enhance** your sales force productivity effectiveness and efficiency
- ◇ **Develop** rewards and recognitions to motivate your sales force
- ◇ **Develop** a structured learning and development plan for your sales force
- ◇ **Understand** the workings of a multi-channel sales management approach to achieve sustainable competitive advantage
- ◇ **Network** with industry practitioners, peers as well as the media to exchange views, share ideas and garner useful contacts

0830 Registration and welcome coffee

0900 Chairperson's Opening Remarks
- Chairman
◇ **Irene Low**, Project Consultant
ATCEN Sdn Bhd

0910 Stay Focus With Strategic Sales Management

- ◇ The critical Importance of having a strategic sales management plan
- ◇ Discover how to analyze and plan for your organization's sales team.
- ◇ How do heads, managers, team leaders manage the sales management process?
Ken Ng
Principal Consultant/ COO
ATCEN Sdn Bhd

1000 Capitalize Potentials: Putting everything in One Basket

- ◇ Why we fail to make talented employees perform, have effective training, and stop performers from leaving?
- ◇ DISC, Myers-Briggs, Big 5, Balance ScoreCard, TQM, Six Sigma... how to utilize tools to capitalize on potentials.
- ◇ How to put everything into One Basket & deliver results.
Tan Shu-Tze
Head of Recruitment, Training & Retention -
Branch Banking Sales & Distribution
Citibank Berhad

1055 Morning Refreshment

1115 Designing & Implementing KPIs to Achieve Sales Performance

- ◇ Why do you need a Sales Performance Monitoring Program to measure sales results?
- ◇ Understanding the Sales Objectives and Defining the Key Performance Indicators
- ◇ Mistakes to avoid when developing and implementing a Sales Performance & KPI Monitoring Program
Zainal Ibrahim
Assistant General Manager of Marketing
TM Sales & Services

1210 Network Lunch

1330 Strategic Development of a Good Database

- ◇ Managing Customer Database by Starting it Right
- ◇ Deployment of Customer Database Effectively and Efficiently
- ◇ The Good, The Bad and the Anonymous: Case Studies
KC Lee
General Manager (Data Services and Call Center)
Rapp Collins

1425 Developing High Performers: Motivate for Peak Performance

- ◇ Understanding the sales professional' needs and desires
- ◇ The Top 5 thrills a sales professional look for when it comes to motivation
- ◇ Developing a sustainable motivational program in your sales team
Melvin Koh
Training Consultant
Training Touch Sdn Bhd

1520 Afternoon Refreshment

1535 Panel Discussion: Results Driven Strategies That Work for Your Team

- ◇ Why are we not achieving sales targets?
- ◇ What are some of the creative sales programs and strategies?
- ◇ What are some of the International Best Practices for Motivating High Performance
- ◇ Utilizing Business Intelligence to increase customer retention and sales revenue

- Moderator

- ◇ **Ken Ng**, Principal Consultant/ COO
ATCEN Sdn Bhd

- Panelists

- ◇ **Zainal Ibrahim**
Assistant General Manager of Marketing
TM Sales & Services
- ◇ **Tan Shu-Tze**
Head of Recruitment, Training &
Retention - Branch Banking Sales &
Distribution
Citibank Berhad
- ◇ **Melvin Koh**
Training Consultant
Training Touch Sdn Bhd

1650 Closing Remarks by Chairman

- ◇ **Irene Low**, Project Consultant
ATCEN Sdn Bhd

1700 End of Day One

2-Day High Performance Sales Force Management Program

The High Performance Sales Force Management program (HPSFM) is developed for sales management team leaders. It is a comprehensive program that provides insights into the challenges of day-to-day sales operations management focusing on the people and process. This program is for individuals that lead, drive and need to develop advanced sales management leadership competencies to transform their operations into a successful sales force management team.

Program Objectives

- ◇ To execute effective Sales Force Management operations through an improved understanding of key elements required for high performance;
- ◇ To understand the fundamentals of a high energy Sales Force Management environment;
- ◇ To develop competency in a Sales Manager/ Leader with the knowledge and skills to manage and maximize internal resources;
- ◇ To gain knowledge on current world-class benchmark practices;
- ◇ To develop a deep understanding of high performance metrics and how to achieve desired results;
- ◇ To learn how to provide morale and performance boosters for the sales teams.

Program Chronology

Day 1 Wednesday 25th May 2006

- 0900 **INTRODUCTION**
Module 1: Sales Force Organization in the Experience Economy
- 1030 **Tea Break**
- 1045 **Module 2: Understanding Customer Focused Selling**
- 1300 **Lunch**
- 1400 **PEOPLE**
Module 3: Profiling & Recruiting High Performing Sales Professionals
- 1530 **Tea Break**
- 1545 **Module 4: Mentor, Coach, Train and Develop Sales Professionals**

Day 2 Thursday 26th May 2006

- 0900 **Module 4 Continued**
- 1030 **Tea Break**
- 1045 **OPERATIONS/ PROCESS**
Module 5: Leveraging on Sales Numbers to Your Competitive Advantage
- 1230 **Lunch**
- 1430 **Module 5 Continued**
- 1530 **Tea Break**
- 1545 **Module 6: Critical Sales Leadership to Motivate the Sales Workforce**



Ernie Chen
Group Managing
Consultant/ CEO
ATCEN Group

Ernie is an entrepreneur that has sold his ideas to people and organizations from all over the world with his business and street smarts. He is an internationally certified speaking professional, renowned global public speaking champion and acclaimed trainer. He is better known as the "Asian Guru of Confidence" by his peers, colleagues, customers, partners, friends and students for his enthusiasm and confidence in building a community of confident people and one of the most powerful and dynamic speakers from Asia. Ernie has a MA in Communication, BA in Mass Communication and BA in Theatre from, America. He is presently pursuing his DBA in Marketing Management and has more than 20 years of experience working with mass communication, entertainment, sales & people development and education.

Ernie is an expert, well-known persuasive communication strategist and sales practitioner. He is also a world traveled speaker with a proven track record in leading speaking engagements and a frequent speaker at national and international conferences. In the last 8 years, he has inspired motivated and trained thousands of people to reach personal and professional fulfillment and career transformation. Utilizing individual, group, and executive coaching, workshops, and consultations to organizations; he coaches his clients both organizational and individuals to prosper in their career, advancing them up the corporate ladder. In addition, he has worked with a number of leading MNCs, LLCs, GLCs & Government Agencies in the Banking & Finance, Insurance, Telco, High-Tech, Oil & Gas, BPO and Education industries.

Registration Form

Sales Force Management Conference (24 May 2006) & High Performance Sales Force Management Program (25-26 May 2006)

Hotel Equatorial Kuala Lumpur, Malaysia

**Yes! Please register the delegate(s) for this event
(Kindly photocopy for more delegates)**

Delegate 1

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 2

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 3

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 4

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 5

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Approving Manager: _____

Job Title: _____

Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Ways to register

Tel : +603 7728 2236
Fax : +603 7728 2620
Mail : Lot C-103A, Perdana Condo- Business
Suites, Jalan PJU 8/1, Damansara
Perdana, 47820 Petaling Jaya, Selangor,
Malaysia.

Investment of the event:	
Conference Only	RM 1,500
Training Program Only	RM 1,500
Conference + Training Program	RM 2,750

The investment includes lunches, refreshments and conference documentation.

Please tick (✓) your choice session(s)

- 1-Day Conference + 2-Day Training Program
 1-Day Conference only
 2-Day Training Program only

Group Discount: Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organization.

Terms & Conditions

1. Cheques have to be received 7 working days prior to the event date.
2. Payment is non-refundable if cancellation occurs 14 days prior to workshop commencement.
3. Payment is required with registration and must be received prior to the conference to guarantee your seat.
4. Walk-in delegates with payment will only be admitted on the basis of seat availability at the conference and with immediate full payment.
5. The organizer reserves the right to make any amendments and/or changes to the program, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

Payment Method

All cheques are to be made payable to **ATCEN SDN BHD** and mail your payment together with this registration to **Lot C-103A, Damansara Perdana-Business Suites, Jalan PJU 8/1, Damansara Perdana, 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia.**

Enclosed is our cheque for the event

RM _____

Authorized Signature : _____

Name : _____

Date : _____