



# THE SALES CHAMPION MINDSET AND ATTITUDE

**ATCEN**

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**Date : 17<sup>th</sup> – 18<sup>th</sup> June 2020**

**Venue : AC Hotel Kuala Lumpur Titiwangsa**

## 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.

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## Program Facilitator

### Dave Yeo

Dave serves as a Training Consultant for The ATCEN Group. He is a certified Course Leader and Trainer for UP Your Service! – Achieving Superior Service by Ron Kaufman. Rooted and emerging from the service industry, Dave is passionate about delivering value and obsessively determined to transform individuals, teams and organizations to serve with the highest standard of high-performance culture. He has trained and transformed hundreds of customer service agents and support staffs in excelling in individual performance and delivering amazing customer experiences, many of whom has received numerous compliments, awards and recognitions within the organization.



After having graduated as a Physiotherapist and a certified Pilates practitioner, Dave chose to kick start his career by serving as a full-time teacher for a religious institution and being a youth leader where he discovered his passion for working with people to be the best they can be. Leading small groups and supporting the institution in its reach to the masses and engaging with groups, he successfully supported their growths as individuals and groups.

Discovering his interest in the service industry, he ventured into the contact centre environment as a customer care officer and was soon recognized for his potential and was promoted to the role of soft-skills trainer. Over the span of 6 years of supporting customers and Learning & Development experience in a foreign Telecommunications provider, he has conducted more than 300 sessions, developing hundreds of individuals in the areas of Customer Service and Care Fundamentals, Telephone Etiquette, Call Management, Upselling and Cross-selling, Effective Communication, Stress Management, Emotional Management, Emotional Intelligence, Influencing Negotiation, Analytical Thinking and Problem Solving, Assertiveness and Saying NO, Managing Challenging Customers, Call Back Failures, Zero Complaint Management and many more.

Another area of Dave's wide range of abilities is his success in developing and implementing digital learning experiences. He was a leader in digital learning transformation, having a unique way of developing fun, exhilarating and interactive e-learning contents and videos. Being immensely passionate in training, equipping and developing people, Dave has been recognized and awarded as the Best Contact Centre Trainer in Malaysia (2018) by the Contact Centre Association of Malaysia (CCAM).

Dave's dynamism, charisma and expertise are evidently projected through his training delivery, he's changed lives, increased productivity and the results produced through tremendous improvements in employee engagement scores within the organization. Having devoted himself to helping people discover & pursue their passion, Dave embodies the maxim:

*"Discover your passion and push forward to pursue it. Your passion will keep your fire alive!"*

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

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## Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

## Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

## Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Invoice Attention To / : \_\_\_\_\_

Has ATCEN Sdn. Bhd registered as your vendor?

Yes  No

Finance E-Mail Address \_\_\_\_\_

Company Stamp Chop: \_\_\_\_\_



This training is PSMB/HRDF claimable subject to PSMB/HRDF approval

## Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

**Workshop Investment :**  
**3 participants – RM3,000 nett**  
(Saved RM1,440)

**2 participants – RM2,200 nett**  
(Saved RM760)

**1 participant – RM1,480 nett**  
(Inclusive of 6% SST)

*Price is inclusive of all materials, lunches and tea-break.*

## To register, complete this form:

1. Email form back to sender's email address/ info@atcen.com
2. Fax this form to +603-7728 2620

## By Bank Draft:

Payable to **ATCEN Sdn Bhd** and courier to:  
D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,  
Malaysia.

## By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**  
Bank : Public Bank Berhad  
Acc No : 3130460034

## By Credit Card:

We take VISA and MasterCard only.  
(3% transaction fees is applicable)

All bank charges/fees to be borne by payer.

## For Office Use Only

Corporate Sales Consultant: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Invoice Date: \_\_\_\_\_