

# **SALES TRAINING PROGRAM**

## **HOW TO DELIVER THE 2020 SALES KPIs October 23 & 24, 2019**

**Course Director: Patrick Ng  
MBA (Bath, U.K.), MMIM, MCIM,  
Associate of Harvard Business School**

**Venue: Dorsett Grand Subang**

**International-Class Programs Organized by:**



**PKMH Training Resources Group Sdn. Bhd.  
HRDF Registered Training Provider**



# **Patrick Ng**

**MBA (Bath), MMIM, MCIM,  
Associate of Harvard Business School Alumni Club of Malaysia  
HRDF Registered Trainer (TTT/0263)**

## **KEY ACCOMPLISHMENTS:**

- Helped many organizations in Malaysia, South East Asia, China, India and Europe to consistently achieve their sales KPIs since 2002
- Trained and coached many professionals to assume C-level positions
- Coached both children to graduate as medical doctors from University of Cambridge

## **TRAINING CREDENTIALS:**

- Highly acclaimed international Sales and Marketing trainer in Europe, China, India, Hong Kong and South East Asia
- Twenty five years' training and consulting experience
- External Sales and Marketing trainer for a leading US medical device multinational with annual turnover of US\$9 billion for the Europe, Middle East and Asia Region

## **CORPORATE WORKING EXPERIENCE:**

- Twenty-two years' experience in General Management, Sales and Marketing, and HR
- Twenty years' in two American multinationals [Monsanto and Chevron]
- Last position as Country CEO of European multinational [Hilti] which is a market leader in 120 countries

## **QUALIFICATIONS:**

- Executive MBA (Bath, U.K.)
- B.Sc. (Hons.) (University of Malaya)
- Diploma in Marketing, Chartered Institute of Marketing, U.K. and Chartered Marketer
- Associate of Harvard Business School Alumni Club of Malaysia

# SYNOPSIS

Organizations are preparing their sales teams to deliver the 2020 sales KPIs. The market is expected to be challenging and Senior management wants answers as to how to achieve the sales KPIs--they do not want to hear the excuse that the market is tough

Sales professionals are inundated with non-stop activities to achieve their KPIs. Many are experiencing burn-out or are completely exhausted. Yet, they fail to achieve what is most important for them—their KPIs

Existing customers are not providing enough business revenue and there are few prospects in the market. **SALES PROFESSIONALS NEED HELP TO ACHIEVE THEIR KPIs** and this two-day training is the right platform for them to develop practical strategies and action plans to do so.

# BENEFITS/VALUE TO PARTICIPANTS

**At the end of the two-day session, participants will be able to:**

- Challenge their own paradigm—is the market really tough or is it all in my mind?
- Use their sales KPIs as the driver of the strategies and action plans to overcome the challenges in the market
- Apply a structured methodology that takes into consideration the company, the market landscape, competitor intelligence, and customer buying behavior to develop and implement the right strategies
- Use relevant tools to conduct a situational analysis so as to improve the quality of decision making
- Make decisions based on a good fact base rather than gut-feelings
- Segment, target and position appropriately to the right market segments
- Develop a list of prospects to work on in the targeted market segments
- Use the strategic square to understand the appropriate strategies for the targeted market segments
- Implement practical winning sales and marketing strategies that have proven to work in a tough market
- Be able to translate the strategies into implementable action plans with clear timelines
- Have the element of surprise in the strategies
- Develop contingent short term tactics that are aligned with the short and long term strategies for the current tough market environment
- Ensure that the strategies will be executed with discipline

***Participants will use a customized template that requires them to develop strategies and action plans to achieve their OWN Sales KPIs and beyond DURING THE TRAINING. In addition, every participant will complete a few templates that require them to secure the following information for their own market or sales territory BEFORE THE TRAINING:***

# DAY ONE KEY TOPICS

## MORNING [9.00 am to 1.00 pm]

- Our 2020 Sales KPIs and what they mean to us
- Organization's overall strategies and action plans to achieve KPIs
- Evaluating our current approach to developing strategies
- Changes in current market landscape which are forcing us to change the way we do things
- The business case for a structured approach—ten step methodology and what is involved
- The 4 C's audit and what it entails

## AFTERNOON [2 pm to 5.30 pm]

- Company—how to leverage on our strengths and what is our core competence?
- Customers—Who are our REAL customers and what are they really interested in? What can we do to add value to them?
- Competitors—Who are our REAL competitors and how do they generally compete in the market place [relationship, price, providing value, others?]
- Channels—Are we selling our products and services using the most effective ways? How can digital marketing help?

# DAY TWO KEY TOPICS

## MORNING [9.00 am to 1.00 pm]

- Where are the opportunities in the market? Any blue oceans?
- Where might we go in the future?—trends and assumptions
- What is our current status in terms of market position and market share?
- Using the SWOT analysis to develop strategies—pitfalls to avoid
- Translating organization's sales strategies into individual sales territory strategies
- Aligning sales and marketing strategies

## AFTERNOON [2.00 pm to 5.30 pm]

- Commonly effective sales strategies employed
- Linking sales and pricing strategies
- Translating strategies into specific action plans
- The strategic square and its relevance to strategy
- Usage of shorter term tactics—STOP, START and SQUAT and when and how to use them
- Executing strategies with discipline
- Making it happen in the market place

# TRAINING METHODOLOGY



Real life cases



Strategies using own situations



Storytelling



Experiential Activities



EQ profiling



Individual Feedback



Challenge Thinking



Action Planning

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# PUBLIC PROGRAM



# IN-HOUSE PROGRAM BASF (MALAYSIA) SDN. BHD. AND BEHN MEYER AGRICARE (M) SDN. BHD.



# Johnny Tan—Manager, Sales and Marketing MCNS Polyurethanes (M) Sdn. Bhd.



“You will never be the same after this course in terms of your mind-set”.

# REGISTRATION FORM

Program Title	Date	Price Per Person
<b>How to Deliver the 2020 Sales KPIs</b>	<b>October 23 &amp; 24, 2019</b>	<b>RM2,756</b>

*Note: Price is inclusive of program documentation, tea breaks, lunch and 6% SST.*

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Name	Position	Email	Mobile Contact