

# SALES TRAINING PROGRAM

**THINK LIKE THE CUSTOMER,  
SELL PROFITABLY**

**September 19 & 20, 2019**

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

**Venue: Dorsett Grand Subang Hotel**

**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

What do the majority of successful sales professionals do that make them so effective? Our observations across a wide range of industries and countries tell us one thing—they are able to

***“THINK LIKE THE CUSTOMER WHICH ENABLES THEM TO SELL PROFITABLY”.***

Being able to think like the customer enables them to:

1. Speak in the same language as the customer
2. See things from the customer's perspective
3. Understand the customer's motivation
4. Identify what truly is value for the customer
5. Avoid getting trapped in a price-driven conversation
6. Differentiate between a prospect and a suspect
7. Successfully sell at the right price to the targeted customer

# BENEFITS/VALUE TO PARTICIPANTS

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

- Appreciate the common mistakes that organizations and their people make when selling their products or services
- Speak in the same language as the customer
- Avoid being trapped in a price-driven conversation
- Understand the different factors that drive the different customers' (sole proprietor, purchaser with company, partnership) buying behaviors
- Identify the opportunities which have the higher probability of closing and offer the chance to enhance the deal velocity
- See the world through the customers' eyes and be aware of the value that the customers perceive in your organization, people, and the product and services offered
- Appreciate the cause and effect of business value and how your capabilities align to the achievement of your customers' goals
- Map the prospects' buying process and identify all the parameters, milestones, decision making points and events involved
- Learn practical and proven techniques to gain access to higher level personnel to work to your advantage
- Use the knowledge of customers to develop or modify products and services that will appeal to them
- Know how to influence to accelerate your customers' buying process

# DAY ONE KEY TOPICS

## **MORNING [9.00 am to 1.00 pm]**

- Customers think like the outsiders, not insiders
- Think like the customer—a simple idea that is overlooked
- The business case to think like the customer, sell profitably
- Going beyond understanding needs—knowing whether we can or want to fulfill those needs profitably
- The five main factors that drive customers' buying behaviors
- How entrepreneurs and salaried employees buy differently?

## **AFTERNOON [2 pm to 5.30 pm]**

- Role of company's culture and politics on buying behaviors
- What customers say they need and what they really want may be different
- What customers will never tell you
- The common mistakes that sales professionals make and how to avoid them
- How customers' risk appetite affect buying behaviors?
- Never believe what your customers say—observe what they DO
- Differentiating prospects from suspects

# DAY TWO KEY TOPICS

## **MORNING [9.00 am to 1.00 pm]**

- Escaping the price-driven sales conversation
- Cause and effect of business value—Causes of customer satisfaction and dissatisfaction
- Strategies to create pain if the customer does not have your product or service
- Enhancing your importance to the customer
- Cost and value of customer relationships

## **AFTERNOON [2 pm to 5.30 pm]**

- Practical ways to enhance the cost-benefit ration
- Understanding how customers buy
- Working backward from the buying process
- The desired outcome of every sales call—ADVANCE or CLOSE THE SALE
- Knowing when and how to escalate the buying process to the next higher level
- Strategies to accelerate the buying process

# TRAINING METHODOLOGY



Real life cases



Real Play using own situations



Storytelling



Experiential Activities



EQ profiling



Individual Feedback



Challenge Thinking



Action Planning

# THINK LIKE THE CUSTOMER, SELL PROFITABLY

## PUBLIC PROGRAM



# THINK LIKE THE CUSTOMER, SELL PROFITABLY PUBLIC PROGRAM



# Jimmy Loke Yoon Chee — CEO/Executive Director Yoonsteel (M) Sdn. Bhd.



“Thought provoking and practical training approach to an often neglected area of Sales and Marketing”.

# Andy Lim Chek Chong — Manager Omya Malaysia Sdn. Bhd.



“Interesting training with lots of real stories from the market and I take it as a guideline and learning curve for future approaches”.

# Hanna Chuo — Customer Care Consultant Trimble Solutions Malaysia Sdn. Bhd.



“Loved the experience! Learned a ton and will be putting my new skills to good use immediately”.

# REGISTRATION FORM

Program Title	Date	Price Per Person
Think Like the Customer, Sell Profitably	September 19 & 20, 2019	RM2,756

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

**Contact Details:** PKMH Training Resources Group Sdn. Bhd.

**Telephone Contact: 03-78652282**

Fax: 03-21488640

**Contact Person:** Show Hing, Kenrick or Shermayne

**Email:** [info@pkmh.com](mailto:info@pkmh.com) OR [pkmh.training@yahoo.com](mailto:pkmh.training@yahoo.com)

**Website:** [www.pkmh.com](http://www.pkmh.com)

**Company:**

**Person in Charge:**

**Telephone Contact:**

[illegible]