

EFFECTIVE SALES MANAGEMENT ENHANCED BY AI

Lead, motivate and develop your sales team using modern tools and proven leadership principles



ABOUT THE PROGRAMME

Sales leaders today are facing unprecedented challenges. Beyond delivering sales KPIs in an increasingly competitive landscape, they are expected to lead diverse teams spanning generations, manage remote and hybrid workforces, and adopt fast-evolving technologies.

This two-day programme equips sales leaders with practical techniques and tools to coach, motivate, and develop their teams—augmented with the power of AI tools for decision-making, coaching, and team engagement. Participants will learn how to integrate AI-driven insights with timeless leadership strategies to create agile, high-performing sales teams.

In-Person Training

10 & 11 September 2025

The Saujana Hotel Kuala Lumpur

Programme Fee

RM 3,375 per person

Includes 8% SST

Programme Director

Patrick Ng



"The key takeaway that I can immediately implement with my sales team is structuring strategy in a "simplified" way that is palatable owing to the relatively new sales team that is not used to doing strategic planning.

Nor Asfahani Ideris
Manager
Eppendorf Asia Pacific Sdn. Bhd.



WHAT YOU WILL LEARN

Through their own real-life situations, case studies, role plays, story-telling, and small group discussions, sales leaders will be able to:

- Integrate AI-driven insights into sales planning, coaching, and team performance monitoring
- Focus on the five critical activities that continuously improve sales effectiveness
- Develop and translate winning sales strategies into clear, measurable actions
- Adapt leadership styles to manage cross-generational sales teams effectively
- Leverage emotional intelligence and AI tools to lead with empathy and precision
- Coach their team to peak sales performance
- Bring about a thinking and winning culture in the team



WHO WILL BENEFIT

- *Sales directors and managers*
- *Business development leaders*
- *Technical sales managers*
- *Sales supervisors and assistant sales managers*

The trainer will speak to every participant and their direct superior prior to the actual training session to understand his/her challenges, needs, expectations and to get at least two real-life cases to be used during the training.



DETAILED TRAINING SCHEDULE AND CONTENT

TIME	DAY 1	DAY 2
0900	Set the Tone and Expectations	Review of Day One Key Learning
0915	Case Study: The Business Case: <ul style="list-style-type: none">Market shifts and our responseKey challenges and changes that sales leaders must makeEvolving from sales person to managerThe 20/80/40 rule and its implications <i>Group Activity: A typical day in a sales leader's life</i>	Case Study: Understand Own Leadership Style: <ul style="list-style-type: none">The common leadership stylesYour preferred leadership style based on EQStrengths and weaknessesHow relevant is your style now?Determine areas to change <i>Individual Activity: Determine own EQ personality</i>
1030	COFFEE BREAK	
1045	Case Study: Set, Lead and Manage Changes and Expectations: <ul style="list-style-type: none">Influence and reinforce acceptable behaviours and vice versaSales leadership frameworkSet clear expectations and link to performance measures and rewardsMotivating diverse teamsUsing AI to identify performance patterns <i>Experiential Activity: Card Decking</i>	Case Study and Role Play: Effective Sales Leadership at Work: <ul style="list-style-type: none">Styles that work and when to use themAdapt leadership style to lead Gen X, Y, Z and millennials effectivelyHow to lead experienced and new sales team members?Use of the buddy systemleading remote and hybrid teamsUsing AI to track engagement and performance
1200	Top Five Competencies Required: <ul style="list-style-type: none">What makes an effective sales leader?How to acquire the top five competencies, including digital fluency and AI literacy? <i>Group Discussion: The top 5 competencies required</i>	<i>Role Play: How to enhance own sales leadership effectiveness? Practice the different sales leadership styles.</i>
1300	LUNCH	
1400	Case Study: Making the Team Better <i>Group Discussion: Five areas to focus on to boost sales effectiveness?</i>	Case Study and Role Play: Peak Performance Sales Coaching: <ul style="list-style-type: none">Why coach?Do we coach performers or non-performers?NORMS in coachingHow to coach using GROW ME and project management principlesAsk and listenHow to conduct physical and remote coaching?Curb-side coachingintegrating AI tools for performance analysis and coaching plans <i>Role Play: Coaching in action</i>
1500	Case Study: Developing Sales Strategies: <ul style="list-style-type: none"><i>Leverage on your strengths to seize where the market is</i><i>Align sales to marketing strategies, including digital marketing and personal branding</i><i>Use of DATA and AI to spot trends and opportunities</i><i>Get team members involved</i> <i>Case Study: Develop winning sales strategies for own team</i>	
1530	COFFEE BREAK	
1545	Case Study: Developing Sales Strategies...Continued: <ul style="list-style-type: none"><i>How to communicate and cascade?</i><i>Translate sales strategies into actions</i>Accountability and ownership	Case Study and Role Play: Peak Performance Sales Coaching: <ul style="list-style-type: none"><i>Curb-site coaching and how to do it?</i><i>How to get non-sales staff support?</i>
1645		Summary and Individual Action Plan Trainer guides participants to develop a personalised action plan to apply the competencies acquired.
1730	END OF DAY 1	END OF DAY 2

PROGRAMME DIRECTOR

Patrick Ng

Executive MBA (Bath, U.K.)

B.Sc. (Hons), University of Malaya

Diploma in Marketing, Chartered Institute of Marketing, UK and Chartered Marketer

Associate of Harvard Business School Alumni Club of Malaysia

HRD Corp Accredited Trainer (ID 17020)

With over 22 years of corporate leadership experience across three global multinationals --including roles from Sales Executive to County CEO --and an additional 22 years as a regional trainer and consultant, I bring a rare depth of practical and international expertise to every engagement. My training experience spans Sales, HR, and General Management across Southeast Asia, China, India and Europe, equipping me to tackle complex organizational challenges with real-world, actionable solutions—not just theory.

Unlike conventional trainers, I integrate live, real-time business cases from participants into my sessions, making learning immediately relevant and results driven. This distinctive approach has earned me a 60% repeat client rate, driven primarily by referrals and long-term partnerships.

With the advent of AI, I have proactively self-taught AI technologies and seamlessly integrated AI-driven tools and insights into my sales and marketing strategies to enhance personalisation, optimise lead generation, and close sales. Additionally, I have incorporated AI insights and applications into my training programmes to maintain the relevance and impact of my programmes in today's AI-driven business environment.

As a coach, I have supported senior executives in accelerating their careers and helped individuals achieve ambitious personal milestones—including mentoring both my children to become practicing specialist doctors in London, having graduated from the University of Cambridge. My coaching philosophy blends discipline, clarity, and strategy—principles I have applied consistently in both business and life.

In an era where certifications often outshine real capability, I stand out by offering authentic, time-tested expertise and real-world experience that drive tangible transformation. Let's work together to elevate your team's potential and performance.



REGISTRATION FORM

EFFECTIVE SALES MANAGEMENT ENHANCED BY AI

Date:

10 & 11 September 2025

The Saujana Kuala Lumpur

(In-House Programme Available)

Fee:

RM 3,375.00 per person

Inclusive of 8% SST

Name of Company: _____

Company Address: _____

Person in Charge: _____

Phone No.: _____ Email: _____

Name of Participant(s)	Designation	Email Address	Mobile
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Payment

Payable to:

PKMH Training Resources Group Sdn Bhd

Contact Details:

PKMH Training Resources Group Sdn Bhd

No. 61-4C (3rd Floor), Jalan SS 2/75,

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Website: www.pkmh.com

Terms and Conditions

- For non-HRDC contributors, a seat is only confirmed upon receipt of full payment prior to the commencement of programme.
- For HRDC contributors, a seat is only confirmed upon the 30% up-front deposit paid via the grant approval prior to the programme. In the event of no-show by the participant, the employer undertakes to pay PKMH for the balance of the 70% on its own.
- PKMH Training Resources Group reserves the right to cancel or postpone the programme owing to unforeseen circumstances. In the unlikely event of this happening, PKMH will make a full refund to the client within 5 working days of the cancellation or postponement.