

SELL ON VALUE, NOT ON PRICE IN AN AI-ENABLED WORLD

Demonstrate, quantify & defend value to win more profitable sales in the age of intelligent buyers



ABOUT THE PROGRAMME

Price is no longer the key battlefield—perception of value is!! In today's AI-driven world, customers are better informed, more analytical, and more sceptical than ever. With access to so many AI tools, buyers can compare products, solutions and even develop negotiation techniques within seconds. This means sales professionals must now bring a higher level of strategic insight and emotional intelligence to every conversation.

This version equips participants not just to how to sell on value, but to thrive in an AI-enabled environment. Learn how to leverage AI with strategic intent while mastering timeless competencies like asking incisive questions, reframing objections, managing procurement professionals, and quantifying value. You will also learn how to challenge and guide customers who rely on AI-generated insights—by adding the human value that AI cannot replicate.

In-Person Training

8 & 9 September 2025

The Saujana Hotel Kuala Lumpur

Programme Fee

RM 3,375 per person

Includes 8% SST

Programme Director

Patrick Ng



"Patrick was fun and exciting to be with. I would lengthen the duration from 2 to 3 days. Overall, it was a great and fruitful training and I would like to join another of his sessions."

Loi Boon Keat

Sales & Marketing Executive

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SBL-Khas
Programme No.
10001566290



WHAT YOU WILL LEARN

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

- Apply every step of the sales funnel to build value-based conversations
- Identify and target high-value customers willing to pay the right price
- Use EQ and AI insights to match your selling style with buying preferences
- Ask strategic questions that reframe price-focused discussions into value-focused ones
- Leverage tools like ChatGPT and DeepSeek to generate value hypotheses, proposal outlines, and competitive insights
- Influence and negotiate with confidence and credibility to secure favourable terms
- Understand how AI is used by buyers, develop strategies to mitigate its impact and leverage on it to increase your closing rate
- Develop, quantify, and present ROI, cost savings, and efficiency gains in business terms
- Integrate storytelling with data-backed value arguments
- Consistently achieve your sales, profit and collection KPIs



WHO WILL BENEFIT

- Sales directors and managers
- Sales professionals
- Technical sales professionals
- Key account managers, pricing Managers, and tender teams
- Entrepreneurs

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 <ul style="list-style-type: none"> How AI has changed and shaped the sales environment? How sales professionals can adapt and add human value? 	Review of Day One and Key Learning
0915	Case Study: Using the Sales Funnel <ul style="list-style-type: none"> Use the funnel to build strategic value conversations Where AI can help—and where human insight is irreplaceable? The steps and competencies required at each phase How to convert price-driven to value-driven sales conversation? Price iceberg model and how to uncover hidden value <i>Experiential activity: The circle activity & the gaps to plug</i>	Case Study and Role Play Three.....Continued: <ul style="list-style-type: none"> How to consistently ask good questions using a proven technique? Techniques to make the customer enjoy value-based conversations Getting customers to think differently with probing questions Asking difficult questions <i>Group Activity: Develop effective questions using participants' own real-life situations</i>
1030	COFFEE BREAK	
1045	Case Study One: Three Essential Questions Every Effective Sales Professional MUST BE ABLE TO ANSWER: <ul style="list-style-type: none"> Where is my current sales and profits coming from? Where is the growth potential in the territory using AI insights? How am I spending time—busy or productive? Changes I must make or new things I must do to achieve my sales KPIs and resources required <i>Individual Activity: Completing the BWM platform to map AI-enriched pipeline</i>	Case Study and Role Play Four: Managing the Best (and AI-informed) Buyers <ul style="list-style-type: none"> How the best buyers buy and how to manage them? How the best sellers sell and what can we learn from them? Know where you stand in your customer's buying matrix How to elevate your importance to the customer? How to continue to differentiate your offering?
1215	Case Study and Role Play Two: Understand our Own Preferred Selling Style Through EQ Knowledge: <ul style="list-style-type: none"> Know own EQ and how it impacts the manner we sell and influence Strengths and weaknesses, and how to adapt our styles Where AI stops—human empathy, credibility, and influence begin How to connect and relate to AI-informed but emotionally disconnected buyers? <i>Individual Activity: Know and share own EQ</i>	Case Study and Role Play Five: Quantify and Present Value to Influence the Customer: <ul style="list-style-type: none"> Present your value in ROI, cost savings, and risk reduction terms How to quantify and present your value? APACP model to reframe AI-generated objections as opportunities to reinforce value <i>Group Activity: Quantify and present your value</i>
1245	LUNCH	
1345	Case Study and Role Play Two: Understand our Own Preferred Selling Style Through EQ Knowledge.....Continued: <ul style="list-style-type: none"> <i>Segment, target and position to customers who appreciate our value</i> <i>Build your influence with buyers who use AI tools but still want to work with humans they trust?</i> <i>Role Play: How to connect, engage and influence the decision makers?</i> <i>Group Discussion: How to synergize the team's EQ profiles?</i>	Case Study and Role Play Six: Propose, Negotiate and Secure the Business: <ul style="list-style-type: none"> Timing and structure of high-impact proposals Three must-ask questions before proposing Anticipating AI-based comments and objections and reframing them Essential negotiation competencies The "conditional yes" and how to decode AI-influenced negotiation scripts
1530	COFFEE BREAK	
1545	Case Study and Role Play Three: Qualify the Customer: <ul style="list-style-type: none"> <i>Qualify by asking effective questions to be able to sell on value</i> <i>Qualifying prospect from suspect</i> <i>Which approach we use—personal, product, value or combination: what AI misses</i> <i>CISE—what motivates customers to buy?</i> <i>Group discussion and role play: Develop deeper questions AI can't generate</i>	Put into Practice: <i>Role Play: Apply what has been learnt into own real-life situation.</i> <ul style="list-style-type: none"> <i>Use the complete sales funnel to drive sales conversation</i> <i>Integrate AI-generated data and information without sounding robotic</i> <i>Identify success factors unique to your situation</i>
1700		Summary and Individual Action Plan: Trainer guides participants to develop a personalized action plan using combination of AI tools and human-centred strategies.
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

SELL ON VALUE, NOT ON PRICE IN AN AI-ENABLED WORLD

Date:

8 & 9 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

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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.