

# SUCCESS IN SALES



 **Date: 13<sup>th</sup> & 14<sup>th</sup> April 2026**

 **Time: 9.00am to 5.00pm**

 **Venue: Armada Hotel,  
Petaling Jaya, Selangor**



## INTRODUCTION:

In today's marketplace, sales represent the doorway to a person's success. Selling is a requirement in today's world, be it company products or your services. The way you present your product or your-self determines your pathway to success.

SUCCESS IN SALES focuses on 5 simple steps to help participants sell. This programme incorporates parts of Neuro Linguistic Programming (NLP) to touch the psyche of your customer to make a successful pitch. The programme covers listening techniques to glean the necessary information from customers and behavioral cues that you can use to lead customers to the close. The sales closing module covers the importance of closing effectively at the most opportune time, i.e. when the customers are at their emotional height.

## OBJECTIVE:

SUCCESS IN SERVICE equips participants with the necessary skills to successfully close a sale. The participants are given practical steps to follow from the time they approach their customer to the time they close the sale. They are shown ways to get referrals and given the chance to practice and improve their approach, and how to get feedback.

By the completion of SUCCESS IN SALES, participants will be able to:

- Prepare themselves for sales
- Motivate themselves in sales
- Improve their selling skills
- Pick up cues from their customers
- Engage customers to follow their cues
- Close their customers effectively

### Course Fee:

**Normal Price**

**Early Bird Promo (register before 10<sup>th</sup> April 2026)**

**If you come with a colleague or bring a friend**

**RM 2,288.00/pax**

**RM 1,788.00/ pax**

**RM1,588.00/pax**

**HRDCorp Claimable Course**

*\*\*Price includes Speaker Notes, Attendance e-Certificate, Tea Breaks and Lunch*



# Success In Sales

## Outline

### Day 1

#### Module 1: Welcome and Introduction (08:30 Hrs - 09:00 Hrs)

- **Program Introduction:** Overview of the training objectives, benefits, and schedule.
- **Ice-breaking – A Great Greet!:** Interactive activity to foster a positive learning environment and introduce participants.
- **Managing Our Energy Level:** Strategies for maintaining high energy and focus throughout the training and in sales interactions.

#### Module 2: Basics of Sales (09:00 Hrs - 10:00 Hrs)

- **Product Knowledge:** Understanding the core features, benefits, and value proposition of your products/services.
- **Positive Mental Attitude:** Cultivating a resilient and optimistic mindset crucial for sales professionals.
- **Pre-judging:** Identifying and overcoming common biases that can impact sales performance.
- **S.M.A.R.T. Goals:** Setting Specific, Measurable, Achievable, Relevant, and Time-bound sales objectives.
- **Law of Averages:** Understanding the statistical probability in sales and maintaining persistence.
- **The Story of Sowing & Reaping:** The concept of consistent effort leading to results in sales.
- **Sales Funnel:** A detailed explanation of the sales process stages, from lead generation to conversion.
- **The Sales Formula:** A practical framework for successful sales interactions.

#### Module 3: Starting the Sales Conversation (10:30 Hrs - 12:00 Hrs)

- **Intention:** Defining clear objectives for each sales interaction.
- **Communication Model – 3 Aspects of Communication:** Exploring verbal, vocal, and visual communication elements.
- **Structuring Your Great Greeting:** Techniques for making a strong and positive first impression.

#### Module 4: Understanding the Customer (13:30 Hrs - 15:00 Hrs)

- **Customer Characteristics:** Identifying and understanding different customer types and their needs.

#### Module 5: Effective Questioning Techniques (15:30 Hrs - 17:00 Hrs)

- **Effective Questioning Techniques:** Mastering the art of asking open-ended questions to uncover customer needs and build rapport.

# Success In Sales

## Day 2: Mastering Sales Interactions and Closing Deals

### Module 6: Asking and Role-Play (09:00 Hrs - 10:00 Hrs)

- **Features Vs Benefits:** Differentiating between product features and the benefits they provide to the customer.
- **Role-play:** Practical exercises to simulate sales scenarios and practice questioning techniques.

### Module 7: Active Listening and Engagement (10:30 Hrs - 12:00 Hrs)

- **Active Listening:** Developing skills to truly hear and understand customer perspectives.
- **Role Play (Listening):** Hands-on practice in active listening scenarios.
- **Matching & Mirroring:** Building rapport by subtly matching and mirroring customer behaviors.
- **Pacing & Leading:** Guiding the conversation by first aligning with the customer's pace and then leading them towards a solution.

### Module 8: Sealing the Deal (13:30 Hrs - 15:00 Hrs)

- **Cross-over Matching:** Advanced rapport-building techniques.
- **Breaking Rapport:** Understanding when and how to shift the dynamic of a conversation.
- **Basics of Closing:** Fundamental strategies for successfully closing sales.
- **Closing Signals:** Recognizing verbal and non-verbal cues indicating a customer is ready to buy.
- **Method of Closing:** Various techniques for asking for the sale.
- **Following up:** Strategies for post-sale engagement and relationship building.

### Module 9: Practice Practice Practice (15:30 Hrs – 16:30 Hrs)

- **Full Roleplay:** Comprehensive role-playing exercises integrating all learned sales techniques from prospecting to closing.

### Module 10: Program Conclusion (16:30 Hrs - 17:00 Hrs)

- **End:** Summary of the program, Q&A, and next steps for continued development.

***Main Trainer: MR ONG KHIAN HOCK, HAWKE (LLB)***



Mr Hawke is a law graduate from the University of London and an experienced training consultant with over 20 years of professional experience. He specializes in sales, customer service, communication, leadership, problem solving, and change management, bringing practical industry experience into his training approach.

He began his career in sales with AppCo-Granton, followed by a customer service role at Citibank where he established compliance and business continuity frameworks. He later led business training teams at AmBank, Price Solutions (a subsidiary of Standard Chartered Bank), and HSBC Bank, developing learning frameworks and coaching leaders and sales teams nationwide.

Hawke has also served as a training consultant for multiple organizations and as HR Director at Putra Medical Centre Alor Setar, overseeing recruitment, learning and development, employee relations, and organizational training strategies.

He has conducted training for major organizations including PETRONAS, Khazanah Nasional, HSBC Bank, AMBank, KWSP, Malakoff Power, and others. Outside his professional career, he is an accomplished shooter who has represented Malaysia in Southeast Asia shooting championships and advocates continuous improvement in people, processes, and organizations.

HRDCorp Registered Company

(If Yes, please tick)



**Workshop Title:** Success In Sales  
**Date & Time:** 13<sup>th</sup> & 14<sup>th</sup> April 2026, Monday & Tuesday  
**Venue & Time:** Armada Hotel, Petaling Jaya, Selangor (9.00AM – 5.00PM)

Course Fee	No. of participants	Total Fees
Normal Fee	RM2,288.00/pax	
Early Bird Rate ( <u>Register before 10/4/2026</u> )	RM1,788.00/pax	
If you bring a friend or colleague	RM1,588.00/pax	
Total	pax	RM

#### DETAIL

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

Contact person: \_\_\_\_\_ Company Tel: \_\_\_\_\_

Company Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

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

Vegetarian Meal

1. Full Name : \_\_\_\_\_ Designation \_\_\_\_\_

2. Full Name : \_\_\_\_\_ Designation \_\_\_\_\_

3. Full Name : \_\_\_\_\_ Designation \_\_\_\_\_

(In the event of additional participants kindly fill up another registration form)

#### PAYMENT METHOD

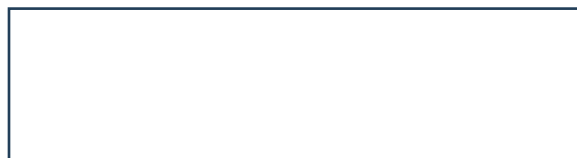
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Claiming via HRDCorp Claimable Course SBL Khas Levy

Cheque should be crossed and made payable to **YOUNG TITANS ENTERPRISE**. Payments can be deposited into our account - **MBB: 512754-555 259**. A copy of the bank-in slip should be scanned and emailed to [seminar.young.titans@gmail.com](mailto:seminar.young.titans@gmail.com).

Cancellation/ transfer policy: Payment is refundable for cancellation if cancellation is in writing received 7 working days before the event. You can substitute an alternative participant, particulars of which should be given to us in writing before the event. If any participant is absent on the event day, full payment is chargeable.

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Should you have any further enquiries, please do not hesitate to contact us.

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