

Upcoming Workshop

IMPACT SELLING WITH EQ

7 - 8 August 2012

This 2-day workshop will provide participants with plenty of customer-focused Consultative Selling techniques that are reinforced with powerful Emotional Intelligence designs. It will provide participants with an overview of the Sales and Buying Cycles, complete with practical strategies and ideas to help them overcome the various customer challenges during selling situations.

Sales people generally spend a lot of time and effort in trying to change customers' minds and they frequently attempt this without first understanding and respecting the views and opinions of customers. Empathy and EQ allow top performing sales persons to suspend this 'impatient' mind-changing process until they have built sufficient trust and connection that will allow them to work beginning from the customers' point of views. Participants will learn about the importance of Empathy in selling and how this major EQ competency can help them connect and share customers' emotional experiences at a much deeper level. This emotional connection is critical to building trust and credibility with customers and when attained, will certainly position the sales person way ahead of the competition.

"People don't care how much you know until they know how much you care."
(John Maxwell)

Customers don't bother about sales people's desire to sell them anything until they can trust that the sales person genuinely care about their needs and issues, and well-being.

Key learning objectives:

- Participants will gain a deeper understanding of the dynamics behind Sales and its related activities including prospecting activities, qualifying for suitability and practicality of potential customers; uncovering customers' unique requirements; overcoming their sales objections and; proposing solutions and closing deals with customers
- Participants will acquire bottom-line impact selling skills and ideas to help them overcome the major challenges at different stages of the Sales Cycle or sales process
- Participants will realize that every single interaction is important to building trust and credibility
- Participants will understand the impact of emotions on behaviors, decisions and relationships
- Participants will learn how customer thoughts can affect their decisions to buy or not to buy

Workshop Facilitator: FC Law



FC Law is the Country Director of Six Seconds Malaysia. He has over 20 years of extensive sales and marketing experience in creating business and implementing sales strategies to corporations of various sizes including large multinationals and local enterprises.

In 1989, he was awarded entry into the inaugural AMERICAN EXPRESS Asia-Pacific-Australia President's Club for sales excellence in the region. Then at the age of 33, he became the youngest Country Director of Travel and Corporate Services Group in AMERICAN EXPRESS MALAYSIA being responsible for the company's sales and services to large and global corporations.

For over 15 years, FC has been active in the training, coaching and facilitation field in the various senior management positions he has held, even before he became a full time professional sales trainer in year 2000. He specializes in powerful bottom-line impact sales training programs such as Consultative Selling, Managing Customer Profitability, Trust-based Selling, Negotiation Skills, Sales Presentations, High Impact Selling (Advanced level) and performance development workshops such as Change, Frontline Leadership, Teams Transformation through Coaching and emotional intelligence programs such as EQ for High-Performing Sales Teams and EQ Leadership for team leaders.

FC is also the founder and owner of THE SOLUTIONS GALLERY, a company with more than 10 years of experience helping clients build stronger sales and service cultures within their organizations.

Date : 7 to 8 August 2012
Venue: G Tower Hotel
Jalan Tun Razak, Kuala Lumpur
Facilitator: FC Law

Investment:
Early Bird Fee : RM1700 per participant (only applicable if registration and full payment received by 16 July 2012)
Regular Fee : RM1850 per participant
Group registration for 3 or more participants :
Less RM100 per participant

For more information and registration, please contact: SIX SECONDS MALAYSIA (6-03) 5621 2178 and (6-03) 5621 2181 or email malaysia@6seconds.org

EQ at work

Conscious Acts of Kindness



Twenty years ago when I began teaching in the graduate program at Notre Dame de Namur University for individuals earning a credential or master's in education, I started a ritual.

It was the reporting of a conscious (not random but planned) act of kindness.

My reason for doing so is that being either a teacher or a student teacher is hard work and research is clear that going to the movies, having dinner with a friend, or bowling is fun while it lasts, but the effects are transitory. The 'hangover' effect from a good deed, however, goes on and on – much like the Energizer bunny.

Theodore Isaac Rubin stated: "Kindness is more important than wisdom, and the recognition of this is the beginning of wisdom."

These are tough times (and maybe it's just because I'm getting old) but –

I see sadness in people's faces;

I see and hear too much about physical violence;

“ Kindness is more important than wisdom, and the recognition of this is the beginning of wisdom.

Theodore Isaac Rubin ”

I see and hear about people who sleep under black garbage bags and who carry their world in a shopping cart;

I am afraid that people are forgetting to laugh; and

I am afraid that children are not learning how.

William Wordsworth wrote: "That best portion of a good man's (or woman's) life, His (or her) little, nameless, unremembered acts of kindness and love."

At a local high school in a tiny rural community in Indiana, one of the boys had been diagnosed with leukemia. He was in the throes of chemotherapy, and as a result had lost all his hair. This was very frustrating and embarrassing for him. So, his friends got together and started a 'bald campaign.' Eighteen of his classmates all shaved their heads so that he would not stand alone. Hurray for them!

While Gandhi was stepping aboard a train one day, one of his shoes slipped off and landed on the track. He was unable to retrieve the shoe, as the train was moving too fast.

To read the rest of this story, visit thesolutionsgallery.com.my by clicking here.



View this online • Download Print • Share this on Facebook • Subscribe to this E-Bulletin

Six Seconds Malaysia
Tel : (6)03-5621 2178
Website : www.thesolutionsgallery.com.my
www.6seconds-sea.com
Email : malaysia@6seconds.org
Facebook : Six Seconds Malaysia (Emotional Intelligence)

Subscription Information:
This communication is emailed to you without obligation because you previously corresponded with Six Seconds Malaysia or The Solutions Gallery, or because you subscribed to receive communications from us. If this message has been addressed to you in error or if you would no longer like to receive this communication, click to Unsubscribe. If you have privacy concerns or additional questions, please email to: malaysia@6seconds.org