



**THE POWER OF
SALES COACHING**
Drive Sales, Sustain Performance

3 - 4 August 2005 * Holiday Villa Subang

Led by
JAMES LOOK

RAYMA NOTHING'S IMPOSSIBLE!

FOR WHOM

Head Of Sales, Managers, executives, supervisors, officers and team-leaders in sales, marketing and customer service

INTRODUCTION

The most valued skill of the modern manager (in fact, for a consultant too) is coaching, yet this skill is not well understood, much less practiced.

Coaching or skill transfer, is a motivation-driven performance tool. It is a very hands-on activity where experience is the key to success. It deals with the real world and the transfer is measurable. Little wonder then that the top managerial skill today is coaching. And it is this very skill that helps subordinates move up in performance. But the manager needs to be coached first before he can be a coach. And surely the top priority person would be the sales manager or the sales supervisor who manages sales, the lifeline of any company.

This brand new, solid and very much-needed workshop, rarely found elsewhere, aims at creating sales coaches first, and then to train them to coach their sales subordinates.

OBJECTIVES

- Understand the concepts of coaching and their applications
- How adults learn and ways to motivate them through coaching to achieve their potential
- Gain techniques to break people out of their mind-sets and self-limiting beliefs
- Identify for use and apply the most suitable coaching-mix model
- Coach yourself to coach others so as to drive up sales
- Develop a variety of techniques to coach subordinates on the conceptual, technical and human aspects of their work.
- Use coaching tools to empower people to boost and sustain new performance
- Build the leader in you and your subordinates

BENEFITS

- Mental, physical and emotional development for coach and trainee
- Coaching is powerful and holistic and thus impacts the person positively and entirely
- Sharpens people's mind, inspires and empowers self-leadership

- Helps the person to solidly focus and to sustain, moving towards achieving potential
- Creates PARTNERSHIPS to build lines of support people through trust and accountability
- Teamwork on action plans with clear singular direction towards goal achievement
- Sharp improvements in overall performance and productivity
- Build corporate culture for learning and innovation

METHODOLOGY

A variety of hands-on, real-world techniques including roles plays, mock presentations and simulations backed up by cases and lecture-discussion notes

PROGRAM OUTLINE

- **WHY PEOPLE SAY THEY CAN'T WHEN THEY COULD HAVE?**
 - Techniques To Break People Out Of Their Mind-Sets And Self-Limiting Beliefs
 - Application: Psychometric Tools And Johari Window
- **HOW TO MOVE PEOPLE TOWARDS THEIR POTENTIAL**
 - How Adults Learn And Ways To Motivate Them
 - Application: How To Use Coaching To Achieve Their Potential
- **UNDERSTAND COACHING CONCEPTS AND THEIR APPLICATIONS**
 - Application: Coaching Concepts - How To Tune Attitudes, Behaviours And Habits
 - Application: How To Build Higher Trust, Winning Attitudes And Creative Power
 - Application: How To Set Goals And Build Commitment
- **DEVELOPING A COACHING SYSTEM TO DELIVER SALES RESULTS**
 - Application: Identify, Use And Apply The Most Suitable Coaching-Mix Model
 - Application: What Is/Are Your Coaching Style/s And The Applications
 - Application: Coaching Process And Learning How To Be A Sales Coach
- **HOW TO BE AN EFFECTIVE SALES COACH SO AS TO DRIVE UP SALES**
 - Develop A Variety Of Techniques To Coach Subordinates And Build Them
 - Application: Coaching Conceptual, Technical And Human Aspects Of Work
 - Application: Conceptual – Improving Sales Planning And Organising Skills
 - Application: Technical – Improving Sales Call Rate, Process Rate, Closing Rate
 - Application: Human – Improving Self/People Management, Relationships, Teamwork
 - Application: Manage Work Quality, Accountability, Career And Future Growth
 - Practicing, Observing, Feedbacks: Applying 1-On-1 And Group Coaching
- **HOW TO MEASURE RESULTS FROM YOUR COACHING**
 - Identifying Performance Standards And Determining Performance Evaluation Tools
 - Application: How To Develop Your Own Simplified Coaching Evaluation Tool
- **HOW TO SHARPEN YOUR COACHING SKILLS FOR FUTURE GROWTH**
 - Critical Thinking And Problem Solving Skills
 - Motivation And Empowerment Skills To Sustain New Performance
 - Application: Self-Leadership Skills And Growth

JAMES LOOK BSc (Hons), MBA (UK)
Sales & Marketing Coach/ Master Trainer

James Look, multi-talented Coach/Lead Consultant/Master Trainer in Business Management, Marketing, Sales, Customer Service, Motivation and Peak/Team Performance - has a total of more than 25 years experience in sales, marketing and general management training, and business and management consulting in numerous industries, both locally and internationally.

With a strong career background with big multinationals Procter & Gamble, Toray, Upali, Electrolux and two other regional groups, James had gained many solid years as a coach and specialist trainer in sales, marketing and customer service in both the local and international arenas.

He obtained his first coaching experience 28 years ago as a university tutor and then as a trainee/trainer in a fabric sample production laboratory. He was then coached in direct sales in Electrolux to knock on doors and do face-to-face cold calls. Soon he had to coach his sales teams. Star performers began to emerge through his coaching techniques in the fast-moving-consumer-goods industry, and later in the industrial products and service industries. James used coaching techniques very effectively to consistently improve sales in these industries, year-on-year.

Through his journey in coaching James has acquired a deep understanding of managing and interacting at different levels. He had trained and developed thousands of people, some of whom are successful senior executives and business owners today. His audiences ranged from junior to top level executives and entrepreneurs. Many participants have given him "excellent, very interesting and of high value" ratings in their evaluation of his training, and commended him on his real-world hands-on approaches.

Among his long list of past and present clients are Celcom, Telekom, Uda Holdings, Selangor State, Bank Pembangunan, Alliance Bank, Scott Paper, SK Brothers, Warner Lambert, Malaysian Institute of Management, SAP Group, Guthrie, Sg Way Group, Philips, Arab-Malaysian Group, BBMB, National Panasonic, Kumpulan Perangsang, Ipmuda, Tele Dynamics, Multi-Purpose Group, Bata, Sapura Holdings, Eau Claire Mineral Water, Malayan Cement, Road Builder, Allied Domecq, Dewan Bandaraya Kuching, Philip Wain, Bank Islam, Ajinomoto, Pfizer Global Pharmaceuticals and many others in the consumer, industrial, ICT, hotel, banking, trading, MLM and property sectors.

In his numerous training workshops which he sometimes conduct in a combination of English, Bahasa Malaysia, Mandarin, Cantonese and Hokkien, he shares the many secrets of success in business strategies, marketing and selling, management, leadership and human motivation. His techniques, widely and successfully used by those who have been trained by him, are refined from years of work and hands-on business experiences.

A strong believer in multi-skilling, James is also a professional MC and writes speeches for Ministers. James has appeared many times on TV, radio and in major newspapers.

Some feedback (sample extracts from evaluation forms) from participants about James:

"James' seminar ... the best I ever attended since 1990 ... James gives me a roadway to follow, supply the knowhow and most importantly the tools to tap my potentials that lie dormant ... stimulates my enthusiasm that will power up my self confidence to become a winner" "...you have practised what you preached ...your words hit me with great impact ... that is what causes the message to go down deep ..." "...helpful, responsive and knowledgeable ..." "...down to earth and touches on the real world..." "...best course leader and performer I have ever attended..."

James Look ... Value-adding To Your Strengths

PROGRAM DETAILS

The Power Of Sales Coaching

Drive Sales, Sustain Performance

August 3 - 4 2005 ■ 9.00am-5.00pm daily ■ Holiday Villa, Subang Jaya.

YOUR INVESTMENT

RM1290per person. Rate includes Participant Workbook, lunch and refreshments.

EARLY BIRD RATE

Take 10% off the fee – Pay before 15 July 2005

Team Attendance Highly Recommended

This is to facilitate successful implementation of the knowledge acquired from the program.

Group Incentive

10% off for 3 or more from the same company.

RESERVATIONS

Reservations can be made by telephone, fax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

Secure your seats.

Register online at <http://www.rayma.com.my/seminars/salescoaching.shtml>

CANCELLATION POLICY

Full refund for written notice received 2 weeks before program. A 25% cancellation fee will be levied for late cancellations. No refunds after commencement of program. *Substitutions are allowed.*

RAYMA GUARANTEE

Full refund if we do not deliver what we promised. Just turn in your workbook at the end of the program.

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REGISTRATION FORM

YES! Please register the following participants for the

The Power Of Sales Coaching***Drive Sales, Sustain Performance***

August 3 - 4, 2005 ■ 9.00am-5.00pm daily ■ Holiday Villa, Subang Jaya.

Name 1:			
Position:			
DL / Mobile:			
E-mail:			
Name 2:			
Position:			
DL / Mobile:			
E-mail:			
Name 3:			
Position:			
DL / Mobile:			
E-mail:			
Company:			
Address:			
Tel:		Fax:	
E-mail:			
Contact Person:			
Position:			
DL / Mobile:			
E-mail:			

PAYMENT METHOD *(Please tick)* **By Bank Transfer**

Remit payment at any Public Bank branch

• A/C Name: RAYMA Sdn Bhd

• A/C Number: 3081577110

Fax us the bank-in slip with this registration form at (03) 7804 4484

 By Cheque

Cheque # : _____ Amount : _____

made payable to RAYMA Sdn Bhd.

Fax this registration form then send with payment to RAYMA Sdn Bhd