

Results Driven

High Performance Sales Force Management Training Program

2006

8 - 9 August 2006

Crowne Plaza Mutiara Kuala Lumpur, Malaysia

Presented by:

ATCENSM Differentiates Your Service

“High Performance Focused is the
only Sustainable Competitive Edge
in Achieving Results”

Training Program

High Performance Sales Force Management Program 8 & 9 August 2006

Developed for sales management team leaders, this comprehensive program provides insights into the challenges of day-to-day sales management and operations. It will focus on the ways to enhance the sales force team, the team culture and the operation process to achieve greater sales performance and productivity.

Facilitated by
Ernie Chen
Group Managing Consultant/ CEO
ATCEN Group

Who should attend

CEOs . Head of Sales . Head of Marketing . Head of Business Development . Head of Customer Service . Head of Operations . Head of Retail Management . Head of Training .

Key Benefits

- ◇ **Acquire** result driven sales strategies for your organization
- ◇ **Learn** how to perform best in class market analysis and target segmentation
- ◇ **Gain Insights** on successful and effective strategies to acquire the best sales force workforce
- ◇ **Discover** how to develop and implement performance management and KPIs to monitor sales performance
- ◇ **Enhance** your sales force productivity effectiveness and efficiency
- ◇ **Develop** rewards and recognitions to motivate your sales force
- ◇ **Develop** a structured learning and development plan for your sales force
- ◇ **Understand** the workings of a multi-channel sales management approach to achieve sustainable competitive advantage
- ◇ **Network** with industry practitioners, peers as well as the media to exchange views, share ideas and garner useful contacts

2-Day High Performance Sales Force Management Program

The High Performance Sales Force Management program (HPSFM) is developed for sales management team leaders. It is a comprehensive program that provides insights into the challenges of day-to-day sales operations management focusing on the people and process. This program is for individuals that lead, drive and need to develop advanced sales management leadership competencies to transform their operations into a successful sales force management team.

Program Objectives

- ◇ To execute effective Sales Force Management operations through an improved understanding of key elements required for high performance;
- ◇ To understand the fundamentals of a high energy Sales Force Management environment;
- ◇ To develop competency in a Sales Manager/ Leader with the knowledge and skills to manage and maximize internal resources;
- ◇ To gain knowledge on current world-class benchmark practices;
- ◇ To develop a deep understanding of high performance metrics and how to achieve desired results;
- ◇ To learn how to provide morale and performance boosters for the sales teams.

Program Chronology

Day 1	Tuesday 8 th August 2006
0900	INTRODUCTION Module 1: Sales Force Organization in the Experience Economy
1030	Tea Break
1045	Module 2: Understanding Customer Focused Selling
1300	Lunch
1400	PEOPLE Module 3: Profiling & Recruiting High Performing Sales Professionals
1530	Tea Break
1545	Module 4: Mentor, Coach, Train and Develop Sales Professionals
Day 2	Wednesday 9 th August 2006
0900	Module 4 Continued
1030	Tea Break
1045	OPERATIONS/ PROCESS Module 5: Leveraging on Sales Numbers to Your Competitive Advantage
1230	Lunch
1430	Module 5 Continued
1530	Tea Break
1545	Module 6: Critical Sales Leadership to Motivate the Sales Workforce



Ernie Chen
Group Managing
Consultant/ CEO
ATCEN Group

Ernie is an entrepreneur that has sold his ideas to people and organizations from all over the world with his business and street smarts. He is an internationally certified speaking professional, renowned global public speaking champion and acclaimed trainer. He is better known as the "Asian Guru of Confidence" by his peers, colleagues, customers, partners, friends and students for his enthusiasm and confidence in building a community of confident people and one of the most powerful and dynamic speakers from Asia. Ernie has a MA in Communication, BA in Mass Communication and BA in Theatre from, America. He is presently pursuing his DBA in Marketing Management and has more than 20 years of experience working with mass communication, entertainment, sales & people development and education.

Ernie is an expert, well-known persuasive communication strategist and sales practitioner. He is also a world traveled speaker with a proven track record in leading speaking engagements and a frequent speaker at national and international conferences. In the last 8 years, he has inspired motivated and trained thousands of people to reach personal and professional fulfillment and career transformation. Utilizing individual, group, and executive coaching, workshops, and consultations to organizations; he coaches his clients both organizational and individuals to prosper in their career, advancing them up the corporate ladder. In addition, he has worked with a number of leading MNCs, LLCs, GLCs & Government Agencies in the Banking & Finance, Insurance, Telco, High-Tech, Oil & Gas, BPO and Education industries.

ATCEN Sales Force Management Conference and High Performance Sales Force Management Training Program 2006

24th - 26th May 2006

ATCEN recently organized a successful Sales Force Management Conference sponsored by Training Touch for the industry. Representing ATCEN are Ken Ng and Melvin Koh both consultants speaking on Strategic Sales Force Management and Developing a Motivated High Performing Sales Force, and Ernie Chen, Group Managing Consultant/ CEO that facilitated the High Performance Sales Force Management program. Both conference and training program received positive and favorable feedback from those that participated.

"It is indeed my pleasure to be able to attend the training session. I will share some of the techniques with my Team Leaders."

**Miss Wong Lee Lee, Area Manager
Southern Bank Berhad**

"Thanks to all of you. It was a good sales conference, very informative and your presentation was very good and energetic! Well Done! I'm glad that I attended the conference last week. And I'm also glad that I've experienced a lot of information sharing between the participants, the speakers and of course from ATCEN staff. We hope to be able to send more people to your public programs, or even invited your trainer/s for our in-house training sessions."

**Encik Ahmad Azwaree, Training Manager
Courts Mammoth Berhad**

"It was definitely a good experience and a lot to learn from ATCEN. You have demonstrated your commitment to ensure all the participants have the good feeling with your organization besides the training program."

**Mr. Song Hock Wan, Senior Vice President
Agency Management
Great Eastern Life Insurance Berhad**

Past Clients:

Banking & Insurance

- AmBank (M) Berhad
- Citibank Malaysia
- Commerce International Group Berhad
- Great Eastern Life Insurance Berhad
- Kurnia Insurans (M) Berhad
- Mayban Fortis Holdings Berhad
- Malayan Banking Berhad
- RHB Bank Berhad
- Southern Bank Berhad
- UNI-ASIA Life Assurance Berhad

Automobile & Logistics

- Air Asia Berhad
- DHL Express (M) Sdn Bhd
- Edaran Otomobil Nasional Berhad
- HANJIN Shipping Line (M) Sdn Bhd
- Panasonic Trading Malaysia Sdn Bhd
- UMW Toyota Motor Sdn Bhd

IT & Telco

- Maxis Communications Berhad
- JARING
- Patimas Computers Berhad
- SCAN Associates Berhad
- Telekom Sales & Services Sdn. Bhd
- Jebsen & Jessen Communications (M) Sdn Bhd

Hotels

- Crowne Plaza Mutiara Kuala Lumpur
- Cititel Mid Valley

Real Estate

- Carey Real Estate Sdn Bhd
- Sunrise Berhad

Retail & FMCG

- F&N Coca Cola (M) Sdn Bhd
- Canon Marketing (M) Sdn Bhd
- Courts Mammoth Berhad
- Unilever (M) Holdings Sdn Bhd

**High Performance Sales Force Management Program
(8 & 9 August 2006)**

Crowne Plaza Mutiara Kuala Lumpur, Malaysia

Yes! Please register the participant(s) for this training program (Kindly photocopy for more participants)

Participant 1
Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Participant 2
Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Participant 3
Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Participant 4
Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Participant 5
Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Approving Manager: _____

Job Title: _____

Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Ways to register

Tel : +603 7728 2623
Fax : +603 7728 2620
Mail : Lot C-103A, Perdana Condo- Business Suites, Jalan PJU 8/1, Damansara Perdana, 47820 Petaling Jaya, Selangor, Malaysia.

Investment for the 2-Day Training Program: RM 1500

The investment includes lunches, refreshments and training materials.

Group Discount: Enjoy a group discount of **10% for 3 or more participants** registered at the same time from the same organization.

Terms & Conditions

1. Cheques have to be received 7 working days prior to the training date.
2. Payment is non-refundable if cancellation occurs 14 days prior to workshop commencement.
3. Payment is required with registration and must be received prior to the training to guarantee your seat.
4. Walk-in participants with payment will only be admitted on the basis of seat availability at the training and with immediate full payment.
5. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

Payment Method

All cheques are to be made payable to **ATCEN SDN BHD** and mail your payment together with this registration to

Lot C-103A, Damansara Perdana-Business Suites, Jalan PJU 8/1, Damansara Perdana, 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

Enclosed is our cheque for the event

RM _____

Authorized Signature : _____

Name : _____

Date : _____

Company Stamp Chop : _____