

A close-up photograph of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The hands are wearing dark grey business suits. The background is blurred, showing other people in business attire. The image is split diagonally by a white line, with the top right portion being white and the bottom left portion being a dark teal color.

Grow revenue through  
consistent results

## Sales Executive Development

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**Conducted by:**

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By Human Resource Development Corporation

### **Quality Input Resources Sdn Bhd**

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## Introduction

**Sales professionals** are a unique breed that has to be thick skinned to deal with objections and sales rejections to **negotiate sales and achieve targets**. **Sales executives** need amazing self-discipline, self-motivation and resilience to keep moving forward through the smoke screen of objections to find appointments & sales day in and day out. They need to be professional listeners and eloquent speakers. They realize that they can only survive in this high-pressure environment if they begin to look at the world through their customers' perspective and act accordingly. They employ proven rapport building techniques to gain trust and prosper. They are masters at the ability to create pictures in the prospect's mind through what they say and how they say it. To top it all off, they require razor sharp consultative selling skills to solve customer problems through offering the most beneficial solutions.

## Training Objectives

- Establish and maintain long term and profitable relationships with both existing and prospective clients
- Up-sell and Cross Sell other products
- Improve questioning and listening skills
- Identify customer's real emotions, needs and match with appropriate benefits.
- Sharpen their closing skills in order to clinch the sale.
- Handle objections effectively and treat them as new opportunities
- Build better relationships with difficult prospects using empathy
- Seek buying signals and act accordingly
- Get past the 1st 20 seconds of a cold call with confidence & skill
- Get past the gate keeper – receptionist / secretary
- Acquire new appointments through cold-calling
- Experience substantial increase in **New Sales**



# Cold Calling

## DAY 1

### Stages of the Sales Process / Cycle

Prospecting – Generating and managing leads

Make Contact – Cold calling

Qualify your prospect – Cold calling or through email

Nurture your prospect – Understanding needs (Cold calling or through email)

Present your offer – Business meeting (Sales presentation)

Overcome objections – Business meeting or follow-up interactions

Close the sale – Business meeting or follow-up interactions

### Review of product features and benefits

**Group activity: Assigning one product to each group**

Identifying key facts & figures

Compiling the features and benefits statements for the next step

### Engaging and convincing prospects over the phone

Engaging the prospect's left & right brain

Emotional persuasion using empathy

Triggering desired audience emotions using power words to create positive mental pictures.

**Example case** – A low impact dull appointment setting call

**Example case** - A dynamic, interesting & winning call

### Group activity

#### Telephone appointment setting call flow and script development

Opening Statement

Time Acknowledgment

Probing for needs

Empathizing

Recommending solution

Testing the water

Handling objections

Asking for appointment

# Business Meeting

## DAY 2



### **Review of the existing sales presentation deck**

Identifying 2 slides (as demo) to make the example products desirable using emotional and technical verbal descriptions.

### **Powerful visualization through impactful presentation dialogue**

Impactful opening statement – Getting them interested

Persuasive benefit statements – Helping them picture it

The closing question to clinch the sale

Objection handling rebuttal statements & questions

**Group activity** - Participants developing a new short script

### **Trainer reviews each group's developed dialogue**

One final dialogue shall be strategized with the trainer's guidance

**Group activity** – Practicing the final dialogue that supports the presentation slides

### **Following up after sending a proposal**

1<sup>st</sup> follow up – When and what to say?

Frequency – How often to follow-up

The 2<sup>nd</sup> and 3<sup>rd</sup> follow up email.

### **Group activity - 2-Minutes Presentations**

Participants design presentations that will last 2 minutes.

**The number of presentations depends upon available time left in the day.**



## Methodology

This programme employs adult learning techniques which include fun active learning strategies to facilitate understanding and retention. Participants will spend 80% of the time in individual or group activities which allow them to learn, develop and practice.

Structured Experiential Learning Exercises, Super Learning Environment, Role Plays, Games & Simulation, Team Presentations.

## Who Should Attend

This program is prepared for corporate sales representatives and their supervisors.

## Class size

20 participants

## Duration

2 days

## Training fees

RM5000 per day X 2 days = RM10000



**Shahrukh Moghal** is a **Certified Trainer** by **PSMB Pembangunan Sumber Manusia Berhad** - Certificate # EMP / 1654. He has over 15 years of experience service and sales training. He conducts **Certified Contact Centre Professional program** subsidised by **HRDF** under its **Graduates ENhancEment pRogrAmme for Employability (GENERATE)** scheme for fresh graduates. The experiences that he has injected into his customer contact training and consultancy date back to 1990 when he began his career as a sales, then service agent in the United States. Subsequently, he moved up the ranks of agent to team leader to internal trainer over a period of 6 years. Since then, he has been actively involved with developing agent and team leader skills within sales and service teams in a multitude of industries including Media, Banking, Insurance, Telecommunications, Manufacturing, BPO companies, Pharmaceutical Sales Companies, Software Developers and more. This experience as a Call Centre and face to face service and sales trainer and project coordinator has been instrumental in the development of his understanding of front-line staff and team leader psychology, what drives each position and how skills are developed in each area.

He is a **member of Institute of Marketing Malaysia** and is chosen to conduct sales & customer service programs organized by IMM. Shahrukh is the man behind **The PLEASE!™ and LEAP!™ Workshops** which train frontliners to implement winning Customer Interaction Tools such as to Probe, Listen, Empathize and Articulate. The **PLEASE!™** Workshops are suitable for any executive who interacts with customers regularly. Especially in **Contact centre customer service, Face to face customer service, Sales and Debt collection through phone**. The **LEAP!™** Workshops are suitable for professionals such as Doctors, Lawyers, School Teachers, University Lecturers and more in their quest to engage their patients, clients, students etc. during the communication process. His training sessions are filled with an air of positivity and motivation for the participants. His training style revolves around Concepts, Application, Reflection and most of all FUN!!

Shahrukh's youtube channel: <https://www.youtube.com/user/shahtrainer/videos>

Everything about Shahrukh's training programs: <http://www.contactskills.com/shahrukh-moghal-training.html>

To view **TESTIMONIALS** given by clients, please click here: <http://www.contactskills.com/testimonials.html>



**Shahrukh Moghal**  
MIMM  
HRDF Approved

**Shahrukh Moghal**

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# Shahrukh's clients – Financial Services Industry is highlighted in yellow

**Maxis Berhad** – Call Centre Outbound Tele-Debt Collector and Team Leader assessment and training  
**Reliance Berhad Call Centre** – High Impact Sales Skills (Assessment & Training)  
**Affin Bank Berhad Call Centre**–Telephone debt collection skills  
**HSBC Bank Malaysia Berhad** – Branch Sales training of financial products  
**HSBC Bank Malaysia Berhad Call Centre** – CRM Sales training for the DRM Team  
**Hong Leong Bank Call Centre** – Sales & Debt Collection Skills  
**Honda Malaysia Sdn. Bhd.** – Call Centre Customer Service  
**ING Insurance** – Employee benefit sales and service skills  
**The Bank of Nova Scotia Berhad** – Financial products Sales  
**Malaysia National Insurance Call Centre** – Sales training for a Child Education plan  
**Legend Hotel Call Centre**– Time Share appointment and Customer Service training  
**Palace of the Golden Horses** - Time Share Sales  
**Bumiputra Commerce Bank Berhad Call Centre** –Phone Banking Sales  
**Malaysian Oxygen Berhad Call Centre** – Call Centre Sales & Teleservice  
**Malaysia Airlines Golden Boutiques** – Buy n Fly card Sales training  
**New Straits Times**– Classified Ads-Call Centre & Face to face service  
**Utusan Melayu Call Centre** – Classified Advertising-Outbound Telemarketing Skills  
**Elken Sdn Bhd** – Counter Service / Effective Communication / Customer Service  
**British American Tobacco** – Effective Communication and Selling Skills (**Kent**)  
**Yellow Pages Call Centre** – Telephone Appointment setting Skills  
**MNI Online Call Centre** – Sales and Teleservice training  
**Zuellig Pharma Call Centre** - Customer Service and Team Leader Training  
**Eon Bank Call Centre** – Debt collection and Call Centre Customer Service  
**AmAssurance Call Centre** – Setting up a new Sales Unit & Call centre training  
**RHB Bank Call Centre**– Outbound Sales Training  
**Maybank Group Contact Centre** – Outbound Sales Skills (Insurance products)  
**OCBC Bank (Malaysia) Berhad** – Outbound Sales Skills transactional banking  
**Bank Rakyat Call Centre** – Sales and Service training  
**SP Setia** – Outbound Sales skills  
**Bonuslink Call Centre** – Outbound Sales Skills & Inbound Customer Service  
**Etiqa Insurance Berhad** – Brand Delivery training campaign  
**CSC Malaysia Berhad BPO Call Centre**– Inbound customer service agent and team leader training  
**Mitsubishi Motors Malaysia** – Call centre Customer Service Skills  
**Mimos Berhad** – Mutiara Smart Computing – Call Centre Customer Service Skills  
**Citylink Express Courier Call Centre**– Call Centre Collection & Customer Service Skills  
**POS Malaysia Call Centre** – Pos Laju Call centre debt collection skills  
**Sunlife Insurance** – Call Centre Customer Service Skills & debt collection skills  
**DKSH Malaysia** – Call centre agent assessment and one to one coaching  
**Gibraltar BSN Life Insurance Berhad – Formerly UniAsia Life** - Call Centre Sales  
**Corporate Information Travel** –Telephone Techniques & Handling Difficult Callers  
**HRDF – PSMB Call Centre** Customer Care Excellence

**Gabungan AQRS Berhad** – Communication Skills  
**Marsh Insurance** – Call centre customer service skills  
**BHP Billiton** – Customer Service Excellence  
**Aeon Credit Services Sdn. Bhd.** – Sales for financial services  
**Ekovest Berhad Highway Project** – Call centre customer service  
**Korean Airline – Concentrix** – De-fusing angry customers for 2<sup>nd</sup> support level Team Leaders  
**Wellings Pharmacy Penang** – Customer Service in the Retail Environment  
**Schenker Logistics** – Customer Service Excellence  
**MPI Generali** – Customer Service Excellence – Level 1 & 2  
**ELK Desa Capital Sdn. Bhd.** – Debt collection through phone – contact centre  
**Google Business Partner** – Locus-T – Debt collection through phone , Sales and Customer Service  
**KWSP** – 3 sessions on Debt Collection Skills  
**Khazanah Nasional Berhad** – Enhancing Customer Experience  
**BankTechAsia 2018 & BigTechAsia 2018** – Conference Delegate & Sponsorship Sales training  
**MCIS Insurance Berhad** – Call centre customer service training and consultancy  
**UOB Bank (Malaysia) Berhad**– SME Banking Sales Training  
**Maybank Group Customer Care (MGCC)** – Live Chat Customer Support Skills  
**Multi Trans Sdn. Bhd.** – Telephone Appointment Setting Skills  
**Akademi PKNS** – Debt Collection Skills  
**Kertih Terminals Sdn. Bhd.** – Customer Service Strategy training for HODs.  
**Appraisal Property Management Sdn Bhd** – Service Strategy & Culture for HODs  
**Zameen.com Pakistan** – Workshop on Customer Centric Mindset & Culture  
**Marriott Islamabad Pakistan** – Workshop on Customer Interaction Skills  
**Tenaga Nasional Berhad – Malaysian Power** – Customer Centric Mindset & Culture

## Latest online programs conducted since covid-19 MCO:

**UOB Bank** – SME Banking Sales Appointment Setting  
**Jobstreet.com** – Sales Skills  
**Centreside Express Maritime** – Debt collection skills  
**Protech Builders** – Debt collection  
**Len min steel sdn bhd** - Debt collection  
**Epic Chemicals Sdn Bhd** - Debt collection  
**Sen Heng Electric** – Sales Skills  
**GKK Consultant Sdn. Bhd.** – Sales Skills  
**Cenviro Services Sdn Bhd** – Debt collection through phone  
**KPJ Seremban Specialist Hospital** – Customer Service Excellence  
**Fiberail Sdn. Bhd.** – Customer Care Excellence  
**Prudential BSN** – Transforming Customer Experience  
**Tenaga Nasional Berhad** – Tranforming Customer Experience  
**Netherlands Maritime University College** – Telephone Selling Skills  
**Lenovo Malaysia** – Contact Centre Customer Service (internal & outsourced teams)  
**Royal Canin Malaysia** – Telesales Skills