



Engage & Convince  
Virtual Audiences

## Virtual Sales Presentation Skills

---

**Conducted by:**

**Shahrukh Moghal** MIMM HRDF

Member – Institute of Marketing Malaysia

Certified Trainer – EMP /1654

By Human Resource Development Corporation

**Global Corporate Academy Sdn Bhd**

Unit 13-G, Jalan OP 1/2, 1 Puchong Business Park,  
47160, Puchong, Selangor, Malaysia.

M: 0123278240 Email: shahrukh@contactskills.com

web: www.contactskills.com

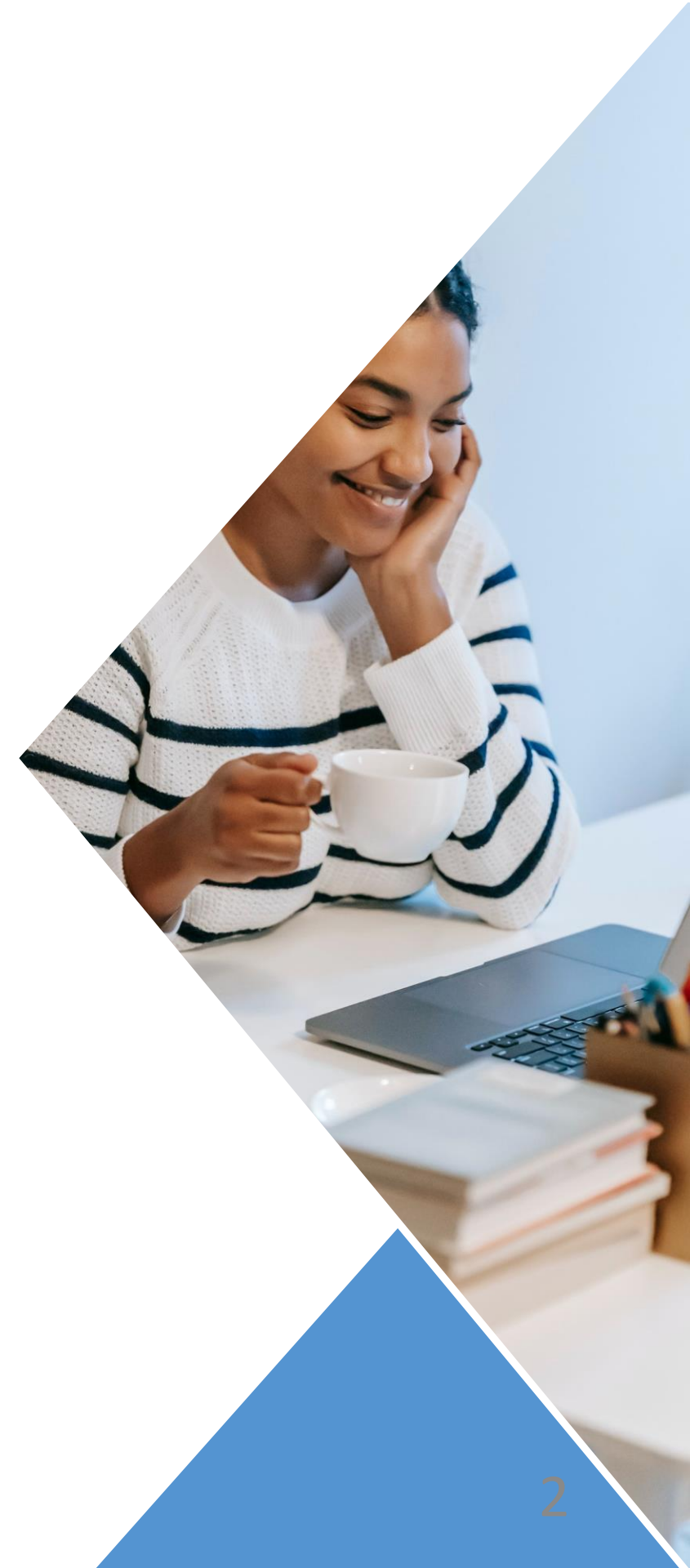
## Introduction

The current global pandemic has forced organizations to conduct most communication through the phone or in a virtual setting. To excel in Telephone Appointment Setting and Virtual Sales Presentations, the team needs to be thick skinned to deal with objections and rejections. They master the art of emotional persuasion through helping prospects visualize product or service benefits through strategic dialogue during the appointment setting phase. They utilize winning dialogue again combined with additional support from stunning slides during their virtual sales presentation.

This 2-day instructor led virtual training program focuses on enhanced rapport building skills including probing, persuasiveness, empathy, active listening, articulate speaking and developing impactful slides for virtual sales presentations.

## Training Objectives

- Grow revenue, reach sales targets & develop confidence
- Learn winning appointment setting skills and dialogue
- Develop rapport with and engage your virtual / online audiences
- Empathize with audience's perspective, emotions, wants and needs
- Employ 'power words' to solicit desired emotions in your audience
- Utilize the impact of your voice over the phone and virtual setting
- Learn body language for virtual sales presentations
- Develop impressive presentation slides & accompanying dialogue
- Get past the 1st 20 seconds of their appointment setting call with confidence
- Up-sell and Cross Sell other products if required
- Sharpen their closing skills in order to clinch the sale.
- Handle objections effectively and treat them as new opportunities
- Seek buying signals and act accordingly
- Experience a substantial increase in New Sales



# DAY 1



## Introductions

Challenges \_ Expectation from this program

## What makes an engaging sales presentation

Focusing on the need of the audience's left and right brain

Emotional persuasion using empathy

Triggering desired audience emotions through power words that create positive mental pictures.

What makes an engaging presentation

## Engaging Communication Flow during virtual presentations

Active Listening, Probing, Empathy, Articulation

The L.I.S.T process (Acknowledge, empathize, probe, recommend, sell)

## Developing an engaging voice – A key tool in virtual sales

Communicating without body language through phone

Articulate speaking

Mastering and Applying **Voice** Characteristics

Tone, Pitch, Rate of Speech and Volume

**Activity** – Voice practice through trainer facilitation to develop expertise in expressing emotions such as happiness, sadness, concern, worry, excitement, sense of urgency and more.

## Body language for engaging virtual sales presentations

Commanding an executive presence

How to effectively use body language when presenting

Body Language Mistakes To Avoid During Presentations

Screen Positioning for online presentations

# DAY 2



## Review of a dull sales presentation deck

Identifying low impact elements / Brainstorming improvement ideas  
Identifying 2 slides (as demo) to make the example products desirable using emotional and technical verbal descriptions. Hence preparing for the next step.

## Creating impactful Sales Presentation Slides

Engaging the audience's left & right brain

Choosing the right slide background

Slide animation for visual engagement

**Group activity** - Selecting relevant images for your slides

Participants develop actual work slides with the trainer's guidance

## Developing impactful sales presentation dialogue

Impactful opening statement and explaining the presentation agenda

Probing questions to identify presentation direction

Persuasive & descriptive statements for each point in the agenda

Strategizing moments to launch animation or to move to next slide

**Group activity** - Participants developing a new dialogue

## Trainer reviews each group's developed dialogue

Dialogue shall be selected or strategized with the trainer's guidance

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

## Group activity - 2-Minutes Virtual Sales Presentations

Participants design presentations that will last 2 minutes. During those 2 minutes, the participants must cover The voice and body language | Power words that create pictures to engage us | Listening, probing, empathy, articulation | At least one dynamic slide for positive visualization. **The number of presentations depends upon available time left in the day.**



### **Target audience**

Sales Executives, Business Development Executives, Specifically Banking Products Sales Executives, Team leaders and managers

### **Methodology**

Slide presentations

2-way interactions

Group exercises

Story telling

2-minutes presentations by attendees

Q & A

### **Class size**

20 participants

### **Duration**

2 days

### **Fee**

RM5000 per day X 2 days = RM10000



## Shahrukh Moghal

MIMM

HRDF Approved

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

[www.contactskills.com/shahrukh-moghal-training.html](http://www.contactskills.com/shahrukh-moghal-training.html)

[shahrukh@contactskills.com](mailto:shahrukh@contactskills.com) +60123278240

# Shahrukh's clients

**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

**Speedoc Malaysia** – Telesales for remote medical services sales agents