



Learn to be Insanely Great in Front of Your Audience!

100%HRDF Claimable

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OVERVIEW

If your business depends on selling products or services to other firms, then you and your staff need to make not only great but winning sales presentations. This 2 day intensive course helps your sales team to hone their sales presentation skills to a higher level through understand how to make winning presentations that show prospective clients exactly what your company can do for them. Your salespeople will learn how to add marketing magnetism to their presentations. They will also discover how to personalize their presentations with little-known techniques used by master performers, top marketers and professional speakers as well as how to make third person endorsements into stories that have new and dramatic impact!

Imagine all your salespeople completing an Executive Briefing presentation, and it is a wild success. They have connected indelibly with their high-level audience while being memorably dramatic and uncannily persuasive. Their recommendations to go to the next level are accepted. What would such triumphs be worth to you and your company in additional sales revenue over the next five years?

LEARNING OUTCOMES

The objective of Presentation Sales Training is to support your goal of increasing the effectiveness, professionalism and confidence of all sales associates. More specifically, in the area of presentation skills, the objective is to build an even more dynamic sales force that acts as client consultants to communicate your solutions and effectively marry a client's needs to your products and services.

All participants will learn the following skills and knowledge in these information-rich sessions.

- How to better analyze the key elements that must go into every presentation
- How to conduct a client meeting of any size
- How to speak from the client's point of view
- How to ask the questions that insure more acceptance
- How to tell your company story in a more engaging way
- How to speak in a way to be perceived as a consultant, not a salesperson

- How to build pictures in clients' minds of how your product or service is the best option to accomplish their goals and objectives
- How to use techniques to create exciting, life-changing and business-developing presentations
- How to remember your presentation and have the audience remember sufficiently to be able to make recommendations to others at a later date
- How to use attention-gaining devices that add impact and effectiveness to each presentation
- How to come across as likable to any prospect audience of any size
- Why speaking more effectively can improve sales
- How to add credibility and professionalism thought **PERSONAL GROOMING**
- How to be more comfortable in any situation, formal or informal, with or without PowerPoint
- How to emotionally and intellectually connect with every group, committee or executive audience
- How to overcome bad habits and minimize nervousness
- How to be a more confident, competent speaker

SUITABLE FOR

Sales team / Frontlines and sales coordinators, executive and managers who are involved in marketing and sales.

COURSE OUTLINE



Day 1

- Present technical information in a clear, concise, and persuasive manner.
- Enhance voice projection, articulation, pacing, and fluency.
- Enhance body language, eye contact, and gesturing.
- Determine audience attitudes and needs, and overcome anxiety.
- Identify and handle audience questions and objections.
- Project a sense of confidence and credibility through professional delivery skills.

Day 2

- Plan their presentation around the market forces that affect their industry.
- Structure a presentation for maximum impact on key decision makers
- Overcome negative or distracting mannerisms.
- Set up a specific action plan
- Avoid being replaced by the 'PowerPoint Limbo'
- Interactive Self-Assessment Scorecard

METHODOLOGY

In this Experiential program, we adopt a coaching and facilitative approach through interactive workshops, self-assessments, group activities and simulations.

It is very important to engage the participants in reviewing their own outcome and so the activities are designed to illustrate key issues that the participants are facing in Selling.

The entire programme is a highly interactive. This will ensure the entire group has ample opportunity to learn and absorb the lessons with lots of activities and reviews to encourage application and integration of the appropriate values.

- NLP Coaching Strategies
- Interactive Presentations
- Powerful and Engaging Simulations or Processes

Debriefing –participants discuss what occurred for them during the simulations.

COURSE LEADER

SUE MICHELLE BOEY

MA Linguistics, B.Ed (Hons) English Language Teaching (UK)

Master Class Trainer

Certified Master Practitioner of NLP (ABHNLP-USA)

Master Time Line Therapy @ Practitioner

Master Practitioner Hypnotist

Certified Master Coach of NLP

Master Class TV Presenter (London)

Dip in Financial Management (ACCA)

Principle of Management (Institute of Leadership Management-UK)

Sue has been involved in training, coaching and consulting for more than 13 years with the intention of dramatically increasing profit, productivity, and the performance of people. Sue started off as a language specialist and delivering different levels of English courses for thousands of people worldwide. She holds a M.A. Linguistics & B. Ed (Hons) English Language Teaching (UK). Sue was formerly a Head teacher, lecturer and Program Director in both government and private institutions.

Being an experienced trainer, Sue joined the corporate world and worked in many industries developing in human resources, learning, training and development aspects. Among the industries that she was involved in were Heavy Equipment and Automotive, Fashion-chain wholesale and retail (Australia), Property Development and Hospitality. She is also a qualified TV Presenter trained by London's Aspire TV Productions.

Today, Sue is a full time trainer and consultant developing and conducting trainings in Asia Pacific region. Sue is a trained leader working in the field of Accelerated Human Change, helping people to achieve their full potentials. She is a master trainer for Train the Trainer – Coaching & Delivery, Business Writing & Technical Report Writing for Engineers, Power Packed Presentation Skills and Applying Emotional Excellence at Workplace, to name a few.

THE ENGLISH EXPERT PUBLISHING AND TRAINING (1225574U)

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Sue is a Certified Master Practitioner of Neuro Linguistic Programming (NLP) & Hypnotist and also Certified Master NLP Coach and Time Line Therapy® (TLT), a powerful intervention that has provided a new, efficient way to accomplish accelerated behavioral changes. Sue was personally trained and certified by Dr Tad James, the creator of the TLT, a revolutionary new paradigm for creating powerful change in business, education and therapy known as Time Line Therapy™ techniques. Sue is a certified with & by the American Board of Neuro Linguistic Programming, American Board of Hypnotherapy, and the Time Line Therapy™ Association.

Through the experience from this branch of human psychology studies, Sue understands better the emotional connections for communication for work, business and even personal lives. The effects are just marvelous with better working relationships at workplace, more confident managers when speaking to an audience, developing leaders through understanding the internal motivations of people.

Today, she trains a wide range of management and communication programs owing to her wide exposure to various industries. Sue is passionate in inspiring lives and transforming people. Because of the dedication, she is well known for her highly-charged, energetic and power-packed training sessions.

To date, Sue has trained more than 25,000 people from 150 multi-national companies both locally and in the Asia Pacific region. She has also designed, trained and developed programs from the senior management to other levels. She trains in Malaysia, Singapore, Indonesia, Vietnam, China and Australia.

Her quest for continuous Human & Talent Development promises highly energizing and power-packed training style. She helps clients transferring knowledge into ready-to-use skills. Her famous quote: “ My sessions are very practical. Knowledge without skills is futile. Give me the day and I will transfer all that knowledge right into your skin. So by the end of your training with me, you walk away having the skills ‘installed’ into your system; ready to use!”

OTHERS

She’s well received as a speaker and trainer because of her wits, creativity, positive outlook and friendly smile. She’s a published author of over 30 educational books and programmes on Speech, Drama, Creative Writing and Study Smart series, besides being a regular writer for The Star Publication since 2006. Sue is also an approved PSMB trainer.

WHY ENGAGE SUE

She was trained under world famous Millionaire Mindset guru, T Harv Eker – where she underwent rigorous Ultimate Leadership, Master Your Mind and Guerilla Business Intensive. She has also attended Napoleon Hill’s 17 Secrets of Success and Anthony Robbins’s Awaken the Giant Within. Sue has also been coached by Robert Kiyosaki, Blair Singer, Dr Joe Vitale (Hypnotic Marketing), Joel Roberts (Communication Guru) and John Kehoe (Mind Power) and Master Neuro-Linguistics Programming (NLP), Hypnotherapy, NLP based Coaching & Time Line Therapy® (Tad James Company, one of the pioneers of NLP and creator of the revolutionary Time Line Therapy®). She is trained by the best the best in their fields.

Sue Boey is also Members in good standing of the

- American Board of Neuro Linguistic Programming (ABNLP)
- Time Line Therapy® Association (TLTA)
- Member of American Board of Hypnotherapy (ABH)
- Coaching Division of the ABNLP
- Interlocutor for City & Guilds International ESOL examinations

Source: www.sueboey.com

FEEDBACK FROM PAST PARTICIPANTS

You will get these bonuses and resources absolutely *FREE* when you sign-up today.

Resource #1: A page comprehensive Training Manual, beautifully and creatively designed including Extra Learning Materials

Resource #2: Certificate of Accomplishment

Resource #3: Ready To Use Checklists, Action Plans, Worksheets for Easy Reference

Free **Bonus #1:** Attractive Document Bag (Non-Woven)

Free **Bonus #2:** Sales Kit That every Sales Person Must Have (Pocket Size Post It Note with Holder)

INVESTMENT

Normal Price: ~~RM 2590.00 per pax~~

Early Bird Price: RM 1790.00 per pax

Group Discount: RM 1690.00 per pax for 3 registrations and above.

(Fee inclusive of refreshment and Lunch, Course Manual & Materials, Welcome pack, Certificate of Achievement, post course evaluation)

REGISTRATION

Download Registration from www.iTrainingExpert.com/Registration

Registration Online: www.iTrainingExpert.com/Registration

This Training Programme is SBL Claimable * Subject to PSMB conditions.



We Are An Approved Training Provider (**Serial No: 2059**) Under SBL Scheme With
Pembangunan Sumber Manusia Berhad (PSMB/HRDF)

- All registrations MUST be accompanied with PAYMENT 14 days after the issuance of invoice to the event.
- Completed registration form with CHEQUES should be made in favor of "THE ENGLISH EXPERT PUBLISHING AND TRAINING" and bank in to Maybank Account No: 5128 5700 6541. Email or fax the pay-in slip to us at info@itrainingexpert.com or fax: +603-8070 4164.

REGISTRATION FORM

TRAINING REGISTRATION FORM (PUBLIC PROGRAM)																													
Upon submission of this registration form, you undertake the Registration Policies and have read and understood the terms and regulations.																													
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1. <i>Quotation and Invoice will be issued for your payment. Please make cheque payable to: THE ENGLISH EXPERT PUBLISHING AND TRAINING. Bank into Maybank Account 5128 5700 6541. Email or fax the payment slip back to us for confirmation.</i>																													
2. <i>We reserve the right to change the date or venue, and to cancel the training program should circumstances beyond our control arise. We shall inform participants of the changes.</i>																													
3. <i>The course offered is SBL claimable under HRDF.</i>																													
4. <i>By submitting the registration form, you have fully read and understand the policy stated.</i>																													
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For enquiry, please contact us at +603 8075 9056																													
Download softcopy from www.iTrainingExpert.com/Registration																													

CANCELLATION OF REGISTRATION POLICY

Should you wish to cancel your registration, a request should be sent to info@itrainingexpert.com stating your name, organization, contact details (postal and email address, telephone and fax numbers), and your registration reference number.

- All cancellations will incur a 10 per cent administration fee
- Cancellations made less than seven working days before the training event will not be eligible for a refund.
- For cancellation in writing (letter/email) in more than 14 days prior to the training we will prepare a full refund.
- If you cannot attend an event, you can nominate a substitute at any time without payment of an administration fee.

PROGRAM POLICY

Please note that consultant and topics are confirmed at the time of publishing. However, should circumstances beyond the control of the organizer may occur, we reserve the right to alter or modify the advertised speakers/ topics/ dates if necessary.

PAYMENT DETAILS

Payment is required within 14 days upon receipt of the invoice. Confirmation letter will be issued to participants once payments have been received. All payments must be banked into the organiser's bank account and email or fax payment slip as proof of payment.

For late payment, we will start charging a 10% interest for payment not received 7 days after the completion of the program.

ORGANIZER'S RIGHT TO CANCEL OR RESCHEDULE

We reserve the right to cancel or reschedule any program or course. In the event that, the organizer cancels a program or course, a full refund of the amount paid for the program or course will be issued or applied as a credit toward a rescheduled program or course.

We cannot and do not assume responsibility for any other costs (i.e. non-refundable airline tickets or hotel reservations) or damages (including consequential, exemplary, incidental, or tort damages) or for any lost profits resulting from the rescheduling or cancelling a program or course.

Email to info@itrainingexpert.com with any questions or concerns.