

TerraBiz

Training | Conferences | Exhibitions



The

# DNA

*of a Sales Superstar*

How to identify & harness your ideal Sales Identity

20-21 September, 2010  
Karachi Marriott Hotel

23-24 September, 2010  
Pearl Continental Hotel, Lahore

Timings: 9:00 am to 5:00 pm

by

**Raymond Phoon**

- ✓ Sales Guru
- ✓ Author
- ✓ Motivational Speaker
- ✓ Master Trainer

I have attended many programs in my lifetime and flattery does not come easy from me. However, I would like to specifically highlight that Raymond is by far the best motivational speaker I have come across. Thanks for making a difference.

**Professor, University of California  
Berkeley - USA**

**“To know others, you must first know yourself”**  
-Socrates

I am very impressed with Raymond. He had good control of the audience's attention and created excitement in the training with his style. This training is very different from previous training that I have attended. Now I can see from the customers' perspective and approach them better to develop better relationships.

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## The Fundamentals of The DNA of a Sales Superstar

How to identify & harness your ideal Sales Identity

### Program Rationale & Value Proposition

Knowing yourself is the first and most important thing that every Salesperson must undergo in order to discover their inner self, their natural disposition and their innate potential.

When a Salesperson knows who they are - their core value system and behavioral tendencies, and clearly understands what they want - their key motivational drives, then they have a much better chance of discovering how to reach their own success, happiness and personal fulfillment. Knowing one's true inner self can be of great help to anyone working to reach their goals more effectively.

This not only fills us with much happiness, bliss and calmness but also improves our mindset, our focus, as well as our relationships and ability to connect with others; helping us sell better, faster and more profitable.

All successful organizations need everyone to be "selling" and be a core part of the selling process. It doesn't matter whether the individual is part of customer support, operations, finance or otherwise. Everyone in any successful organizations need to learn to sell. Be it products, service, support or brand mind share.

#### Typically, salespeople learn to sell in only 2 ways:

1. Learning from mistakes and gaining needed experience along the way.
2. Copying from others and adapting techniques that have successfully worked for others.

Therein lies the challenge. If you are the type who is naturally aggressive and outgoing, you probably feel comfortable applying the 1st method. However, if you are otherwise, then you will most likely not feel comfortable learning by trial and error.

Copying from others, adapting their successful techniques and making it as part of their sales approach may also not necessarily work for just any salesperson. As a matter of fact, it may even jeopardize their prospective opportunities and what they are trying to achieve.

Despite these ironies, we hold firm to the principle that, everyone can learn to sell. The key lies in understanding one's inherent identity and the natural strengths that will enable them to learn best.

Knowing yourself consequently, empowers and enables you to master your sales approach, adapting to changing situations and winning customers by creating influential choices.

Sales success easily comes to those with the ability to embrace these nuances.

The success of such a journey depends deeply on how bravely you face yourself; on the way, you might discover certain things which you do not like and possibly choose to hide or even deny.

The basic principle of knowing yourself is that every Salesperson is responsible and in control of their mindset and actions, and able to generate their own ability to adapt to the situations they encounter. We will call this ability our Sales Intelligence.

Developing the ideal Sales Identity, maximizing your natural talents and harnessing your positive value system are absolutely crucial to achieving your fullest potential as top-notch sales professional.

The journey taken in this 2 day workshop will bring you through key milestones of self-discovery & essential principles to enjoying more profitable sales, stronger customer relationship and greater motivational drive in your everyday endeavors.

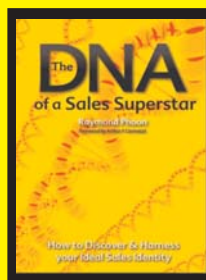
### The Origin of Sales Star Inventory

The Sales Star Inventory was created by Raymond Phoon and introduced in his book, "The DNA of a Sales Superstar"; which was clinically adapted from the Directive Communication<sup>1</sup> Psychology Colored Brain<sup>2</sup> Communication Inventory by Arthur F Carmazzi. The Colored Brain Model is a part of the Directive Communication Psychology developed by Arthur F Carmazzi, and depicted in his original Book "Identity Intelligence", Veritas Publishing, 2002.

#### References

<http://www.directivecommunication.com><sup>1</sup>

<http://www.coloredbrain.com><sup>2</sup>



### Complimentary Book

The term "Sales identity" used in the book is defined as what makes an individual the Salesperson that they are. Their identity in this sense consists of what makes them unique as an individual and different from others. It is the way they see or define themselves, and the network of values and convictions that structure their life and their sales persona.

Participants will take home with them a personalized copy of **The DNA of a Sales Superstar**, a customized version of the highly powerful Sales Star Inventory profile, a high impact workbook, case study notes, sales situational engagement templates and relevant supporting tools to enhance selling success.

Download Chapter 1: <http://raymondphoon.com/DNAChap1.pdf>

## How Does Sales Star Inventory Work?

By identifying the fundamental patterns in the way our brain genetically processes the world around us, we overcome misunderstanding, conflict, and wastage of individual and group potential. Awareness of these “Brain Communication” processes give us the means to maximize our capacity to act intelligently, to Turbo Charge our natural gifts and use them to maximize our ability to develop “software” for our brain to achieve greater competency across many disciplines. In the Sales context, we are able to understand others at a deeper level and unleash greater potentials for building rapport with our partners, colleagues or customers, for quickening buy-in, for influential persuasion. And in the generic context, it can help enhance relationships at work and at home, for easier learning and teaching, and for greater harmony and cooperation with our environment and our teams.

The Sales Star Inventory is the Psychometric Sales Profiling tool based on Sales Intelligence methodology & an enhanced component of the Science from The Directive Communication™ organization of the different colors of the brain in classification of “genetic neuro-processing” defines the way each person experiences their environment and takes in and interprets information, which results in specific ways of perceiving and evaluating events and situations.

The Sales Star Inventory is meant to provide us with a deeper insight into our natural dispositions and tendencies as sales professionals, so that we will have better sense of appreciation when it comes to managing relationships, engaging with customers, motivating others or handling conflicts.

However, it also opens up opportunities and need for us to also understand our customer’s natural dispositions (by leveraging on Directive Communication’s Color Brain science), so that we can have a greater influence and impact on them. And this will result in better business, stronger closure rates, higher profits and greater customer loyalty.

Studies done by the Directive Communication’s fraternity reveal key patterns within various professions and job role, providing powerful insights into their natural dispositions via their genetic brain color processors, as we overlay them against their job functions.

This is key in helping you as a Salesperson gain more advantage and sell with greater influence.

## Benefits & Outcomes

This course will help you & your participants:

- To achieve a positive change in your belief system and learn the secrets of harnessing your natural talents & greatest sales potential
- To develop a Sales Identity that leads to a better quality buyer-seller relationship and, subsequently, more profitable sales
- Read buyers by understanding their communication styles and dominant deciding values
- Increase emotional attachment of customers & their loyalty to you
- Bring out the very best of qualities of your sales habits & increase communication and cooperation in those around you
- Influence others to accept more responsibility & drive for results to support your cause within your sales organization
- Learn the importance of client values and beliefs and how it produces ‘millions’ for people who understand it
- Increase self-motivational drive and achieve greater results

## Who Should Attend?

Sales Professionals, Sales Leaders, Sales Agents, Business Development Professionals, Entrepreneurs, brand management, marketing, corporate communications, public relations, media, advertising and promotions, project management, Company Directors, General Managers, Business Owners and anyone who needs to sell directly or indirectly to get bottom-line results.

## What people say about Raymond Phoon

“Using Raymond’s value recovery strategies in one of our negotiations, I was able to increase a deal with a difficult customer from 1 Million Euros to 2.9 Million Euros.”

**Regional Sales Manager - Siemens Energy Asia Pacific**

“I found the DNA of a Sales Superstar training highly inspiring and took back useful principles to help me have a more structured approach in my thoughts and actions as well as to better understand the needs of my team & how I can fulfill those needs to motivate, encourage and grow them in their day to day jobs.”

**Commercial Director - Bausch & Lomb, Malaysia**

“The Sales Star Inventory profiling helped us to better identify the core strengths and development areas of our sales people and provides us with a good platform to manage and grow our key talents.”

**Product Director - AGFA Healthcare, Australia**

## Course Outline

### Day One

**09:00 – 09:30**

Welcome & Program Introduction

**09:30 – 10:30**

Understanding the Psychology behind Sales Intelligence

**10:30 – 10:45**

Morning Break

**10:45 – 11:00**

Sales Case Reflection Activity

**11:00 – 11:30**

Personify and understand the framework for transforming your Sales Identity

- Developing the master plan for success with Sales Intelligence

**11:30 -12:30**

Foundation of your Sales Intelligence

- Realigning your Rules of Engagement
- Managing perceptions and the circle of tolerance
- Turning situational reactions to positive positioning

**12:30 – 13:30**

Lunch

**13:30 -14:00**

Experiential Sales Activity

**14:00 -15:30**

Principles of the Sales Star Colored Brain Technology

- Using the Sales Star Inventory (SSI profiling tool)

**15:30 – 15:45**

Afternoon Break

**15:45 – 16:45**

- The colored Brain insights to stimulate personal alignment

- Understanding customer-relationship color dynamics and how to communicate effectively for directive influence

**16:45 – 17:00**

First Day Reflections & Action Learning

## Raymond Phoon's Previous Workshops



## Course Outline

### Day Two

**09.00 – 09.30**

Review

**09.30 – 10.30**

Harnessing your Sales Identity with DC Human Drivers

- Discover the 8 categories of Human Drivers
- Apply self-assessment principles on your motivational drive
- Understand needs deprivation and the alignment with buyer / seller drive profile

**10.30 – 10.45**

Morning Break

**10.45 – 11.00**

Sales Case Reflection Activity

**11.00 – 11.30**

Application of Sales Intelligence to action-oriented strategies & on-the-ground tactics

- Use Sales Intelligence principles to understand customer types & thinking styles and map points of results-driven influence

**11.30 -12.30**

- Maximize the 3Rs to build emotional loyalty and buying desire

- Create the unprecedented sales-support environment to compliment your Sales goals

**12.30 – 13.30**

Lunch

**13.30 -14.00**

Experiential Sales Activity

**14.00 -15.30**

Evaluation of values and application to sales success

- Leverage on your values & belief system to breed positive & effective results
- Develop powerful sales habits to maximize opportunities
- Re-create your Sales Identity to align with forward positioning precepts

**15.30 – 15.45**

Afternoon Break

**15.45 – 16.30**

- Re-program your “R-A-S” to guarantee success
- Becoming the Sales Super-star

**16.30 – 17.00**

Final Reflections / Evaluation



### Your Course Facilitator

## Raymond Phoon

Author, Sales Psychologist, International Leadership Coach



Raymond Phoon, MAPS 2010-2012 President Elect, is a Sales Psychologist, Motivational Speaker and Leadership Coach with an extensive background in areas of sales, marketing, leadership & business within the Technology, FMCG, retail sectors of MNC giants across the globe.

He is the co-founder of PowerUpSuccess.com, the brainchild behind The Power of I™ concept, creator of Sales Dynamics™, a revolutionary model for activating high performance selling workforce and developer of Sales Success Strategies Power Cards & The Sales Star Inventory™ profiling tool. As the prolific author of the books "The DNA of a Sales Superstar" and "Success Guide 2.0", Raymond travels extensively and works with professionals and market leading organizations to develop bulletproof sales strategies that drive breakthrough results across Asia.

Recognized as one of Asia's leading speaker, trainer and transformation consultant, Raymond has worked with thousands of professionals from leading MNC organizations, in the areas of business improvement, life transformation, strategic differentiation and selling breakthrough.

He is a keen contributor in world-class forums, business networks & industry publications; and speaks regularly at mega conferences, business kick-off conventions, senior leadership programs as well as Radio interviews, across the Asia.

Some of the key customers that he has coached/consulted/ trained for include brands like DELL, HP, INTEL, CISCO, Fujitsu, Conoco Philips, Toyota, AMWAY, AIG, CIMB, Bosch, Roche, TNT, Ericsson, TUV, ASTRO, Alliance Bank, Schneider Electric, Maybank, Silterra Semiconductor, Key Asics, Johnson & Johnson, Bausch & Lomb, Nestle and many more.

For onsite customized programs by **Raymond Phoon**

Please contact **Tanvir Hussain**

Email: [tanvir.hussain@terrabilgroup.com](mailto:tanvir.hussain@terrabilgroup.com)

Phone: +92 21 3455 0431

Cell: +92 321 232 2486

### Workshop Investment:

**Rs. 42,500/-** Per Participant

\*Early Bird Discount: (Before 2<sup>nd</sup> Sep, 2010)

**Rs. 40,500/-** Per Participant

\*Every 4<sup>th</sup> Participant from the same organization will attend

**FREE**

Includes course ware, Terrabiz certificate, lunch, refreshments and business networking.

\*Discounts are mutually exclusive

### Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabiz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabiz reserves the right to cancel or postpone the event.

# TerraBiz

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We are a business information firm, having managed and organized events of various calibers during the last 2.5 years of our operations. Among our more recent event was the 2<sup>nd</sup> Women in Business &

Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

MPF also engaged us for Entrepreneurship 09 Conference in August 2009 which is being repeated this year as well. Terrabiz Human Capital Management Conferences which were held in Karachi and Lahore in April 09 and July 09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the 11<sup>th</sup> Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured.

Terrabiz organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabiz has also organized some events with Google Pakistan.

Terrabiz is responsible to produce a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company. As part of our operations, we also facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

Send your cheque in favor of "Terrabiz"  
to **Murad Hassan**

Suite # 403, Shahwar Trade Center, Above Standard  
Chartered Bank, Allama Iqbal Road branch, P.E.C.H.S.,  
Block 2, Karachi, Pakistan.

Phone: +92 21 3455 0431 & +92 21 3455 319

Cell: +92 300 922 0647 & +92 321 278 1000

For Registration

Contact **Qazi Waqas Ahmed**

Cell: +92 345 303 7045 & +92 300 213 3849

Phone: +92 21 3455 0431 & +92 21 3455 319

Facsimile: +92 21 3455 7264

Email: [qazi.waqas@terrabilgroup.com](mailto:qazi.waqas@terrabilgroup.com)

[register@terrabilgroup.com](mailto:register@terrabilgroup.com)