

# INTERNATIONAL SALES LEADERSHIP MASTERCLASS

## Winning @ Sales

**ACHIEVING PEAK PERFORMANCE  
IN SALES THROUGH THE  
POWER OF EMOTIONAL  
INTELLIGENCE**



### Jonathan Low

Global Conference Speaker & Leadership Success Coach  
Associate Faculty OYAGSB



**26 & 27 JULY 2018**

**PROMENADE HOTEL – KOTA KINABALU, SABAH**

D i s t i n c t i v e l y D i f f e r e n t

## WINNING@SALES PROGRAMME: 26 & 27 JULY 2018 – PROMENADE HOTEL, KK ACHIEVING PEAK PERFORMANCE IN SALES THROUGH THE POWER OF EMOTIONAL INTELLIGENCE



**Sales success comes from emotional intelligence and relationships.**



**ONLY 25 SEATS AVAILABLE FOR THIS HIGH IMPACT MASTERCLASS THAT IS SUPPORTED BY:**



INSTITUTE OF MARKETING MALAYSIA

MALAYSIAN ASSOCIATION OF HOTELS  
PERSATUAN HOTEL MALAYSIA

### OVERVIEW

Emotional Intelligence is the foundation for highly effective relationships – a key component in building trust, influence and engagement.

Developing and achieving sales success demands significant emotional strength to manage interpersonal exchanges and job requirements. Emotional Intelligence positively affects the level of performance in the workplace. Emotionally intelligent sales leaders create higher sales productivity, better customer service, greater sales and longer retention.

Whilst most managers and leaders have a high level of expertise on the technical side of their work, only few have substantial training in the human side of the job. In an era of rapid change and complex organizations, it takes a robust set of people skills to drive sales performance, motivation and team effectiveness in your organization.

### PROGRAMME BENEFITS/ LEARNING OUTCOMES

- Learn how Emotional Intelligence is a critical component to breakthrough sales performance, productivity and team success
- Discover the key functions of your role as a sales leader in optimizing sales performance, time, resources and your team
- Understand and use a powerful action model of EMOTIONAL INTELLIGENCE: Know Yourself, Choose Yourself, Give Yourself
- Build an effective SMARTER sales plan that helps generates buy in, accountability and results
- Develop higher self-awareness to improve personal effectiveness and reactions while decoding the hidden language of emotions; leading to impactful buy-in and support from team

## D i s t i n c t i v e l y D i f f e r e n t

- *Develop skills in navigating emotions in order to manage the emotions of yourself as a sales leader and your sales team, to empower persuasive and influential skills*
- *Apply and ask powerful leading questions that will help you gain deeper insights on what motivates, drives and engages your sales team*
- *Understand how trust is important to the change process and how it can be developed further between you, your sales team and your customers*
- *Understand how optimism and resiliency increases personal energy and sales team effectiveness*
- *Practice the 5 levels of empathetic listening skills, an important success factor in your sales leadership role*
- *Apply the 7 proven practices to win clients' loyalty and how your team can embrace them for greater sales engagement, loyalty and results.*
- *Discover new strategies to develop sales champions that deliver results via breakthrough high performance sales coaching process and methodology.*



Emotional intelligence, more than any other factor, more than I.Q. or expertise, accounts for 85% to 90% of success at work... I.Q. is a threshold competence. You need it, but it doesn't make you a star. Emotional intelligence can.

(Warren Bennis)

izquotes.com

## PARTICIPANT PROFILE

Participants are generally high-potential professionals with business experience. Most are functional experts and come from a diverse range of industries.

*Suitable for wide range of Sales professionals across all Industries including non-sales professionals who aspire to lead and develop the skills to become an effective influential & inspiring sales leader.*

## DISTINCTIVELY DIFFERENT LEARNING EXPERIENCE

This results-based course will be challenging, thought provoking, informational and inspiring. Candidates will use a variety of learning tools including motivation, facilitated and optimized environment, case studies, games, real life scenarios and open planning.



Othman Yeop Abdullah  
Graduate School of Business  
Universiti Utara Malaysia



INSTITUTE OF MARKETING MALAYSIA




MALAYSIAN ASSOCIATION OF HOTELS  
PERSATUAN HOTEL MALAYSIA



D i s t i n c t i v e l y D i f f e r e n t

## PROGRAMME DETAILS

Title	INTERNATIONAL SALES LEADERSHIP MASTERCLASS - WINNING @ SALES PROGRAMME
Duration	2 days Masterclass format
Date	26 & 27 JULY 2018
Venue	PROMENADE HOTEL, KOTA KINABALU
Type of Certificate	OYAGSB Masterclass Certificate of Completion. Includes support from MAH, Chartered Management Institute UK and Institute of Marketing Malaysia
Language	English
Malaysian Association of Hotels Discount	Employees from MAH member hotels and associates enjoy 5% discount on SUPERSAVER Fee. Employers are required to disclose their membership number on the Registration form.
Institute of Marketing Malaysia Members discount	IMM members enjoy 5% discount on SUPERSAVER Fee. Members are required to disclose their membership number on the Registration form
 <p>Claimable Under Scheme SBL</p>	Programme fee <b>100% CLAIMABLE</b> under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (GOV100014470) is a registered Training Provider with HRDF.



## PROGRAMME AGENDA

Day 1: 26 JULY 2018 (8.30am – 5.30pm)	Day 2: 27 JULY 2018 (8.30am – 5.30pm)
<p><b>Learning Blocks</b></p> <p><b>Framing the Day</b></p> <p><b>1.0 The Need &amp; Overview of EMOTIONAL INTELLIGENCE</b> – a. What is EMOTIONAL INTELLIGENCE ?</p> <p><b>2.0 How &amp; Why EMOTIONAL INTELLIGENCE affects &gt; 70% of one's decisions, performance &amp; productivity</b></p> <p><b>3.0 Where is EMOTIONAL INTELLIGENCE's role for sales leaders in the workplace ?</b></p> <p><b>4.0 Discover the key functions of your role as a sales leader in optimizing sales performance, time, resources and your team</b></p> <p><b>5.0 Understanding the Six Seconds Competency model</b></p> <p><b>6.0 Know Yourself</b></p> <p><b>7.0 Develop sales performance goals to achieve greater success and results</b></p> <p><b>8.0 Understanding Patterns &amp; How this affects your routines, habits and engagements with your team as a leader</b></p> <p><b>9.0 Trust and Respect – What are the crucial elements that builds great trust in sales team effectiveness?</b></p> <p><b>10.0 Self Awareness - Window to Self / Others</b></p> <p><b>11.0 Navigate Emotions – ability to manage one's emotion for greater harmony and better relationships</b></p> <p><i>Reflection of Day 1</i></p>	<p><b>Learning Blocks</b></p> <p><i>Framing the Day - Review of Day 1</i></p> <p><b>1.0 Apply and ask powerful leading questions that will help you gain deeper insights on what motivates, drives and engages your sales team</b></p> <p><b>2.0 Intrinsic Motivation – Managing Self Drive &amp; influencing others for sales accountability and results</b></p> <p><b>3.0 Practice the 5 levels of empathetic listening skills, an important success factor in your sales leadership role</b></p> <p><b>4.0 Optimism – Ability to create options &amp; accessing resources for sustainable impact in performance and productivity</b></p> <p><b>5.0 Apply the 7 proven practices to win clients' loyalty and how your team can embrace them for greater sales engagement, loyalty and results.</b></p> <p><b>6.0 Discover new strategies to develop sales champions that deliver results through a breakthrough high performance sales coaching process and methodology.</b></p> <p><b>7.0 Performance Reviews and managing conflicts</b></p> <p><b>8.0 Sales Leadership Success and Action Steps Planning</b></p> <p><i>Certificate presentation and Photograph session</i></p>

## EXPERT FACULTY – JONATHAN LOW CSP PCC MBA



- **Masters in Business Administration – RMIT Melbourne, Australia**
- **Sales Guru and acclaimed Global Speaker**
- **Global Guru Top 30 Hospitality Leader and Expert**
- **EMOTIONAL INTELLIGENCE Leadership Coach**
- **Associate Faculty at Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia**

“Increased self-awareness accelerates professional relations and business success”. Jonathan centers his speaking and executive coaching work with organizations and senior executives around this premise to measurably improve their leadership effectiveness and business performance especially in the areas of Customer Service Experience, Sales Performance, Leadership Communication and Team Development.

Jonathan has more than 25 years of professional & international business experience in executive positions in the service industry and has worked with executives and their leadership teams throughout Asia and the Middle East. He is also recognized as one of the Global Guru Top 30 Hospitality leader and expert.

A Certified Speaking Professional (CSP) and one of Asia leading Service Mastery & Emotional Intelligence Leadership Coach, Jonathan has successfully delivered his high energy, fun and highly engaging keynotes or workshops to international participants. Jonathan is also a ICF Prof Certified Coach (PCC) and a Certified Coach with Marshall Goldsmith Stakeholder Centered Coaching.

Jonathan is described by his clients as inspiring, empowering, energetic and thought provoking yet caring. Jonathan continues to let leaders explore deeper levels of self-awareness and help them experience how this leads to greater personal and business success.

**Key clients that Jonathan has worked with include AIA, Alinma Bank, Ayodya Resort Bali, Berjaya Hotels & Resorts, Cardinal Health, Centara Hotels and Resorts Thailand, Citibank, GSC Signature, Hotel Maya Kuala Lumpur, HSMIA Asia Pacific, IOI Properties, I&P Group, KL Convention Centre, Maybank, Mega Group Saudi, Melia Hotels & Resorts, MSIG Malaysia, Nestle, PATA, SEGI University Group, Siam Kempinski Bangkok, Singtel,, Supreme Council of Health Qatar, and Volkswagen.**



Othman Yeop Abdullah  
Graduate School of Business  
Universiti Utara Malaysia



INSTITUTE OF MARKETING MALAYSIA



MALAYSIAN ASSOCIATION OF HOTELS  
PERSATUAN HOTEL MALAYSIA



D i s t i n c t i v e l y D i f f e r e n t

## PROGRAMME FEE PER PARTICIPANT

CATEGORY	Programme fee + 6% GST	Total fee per participant
<b>SUPERSAVER – SUPERSAVER – SUPERSAVER FEE</b> <b>REGISTER BEFORE 5 JUNE 2018</b>  <i>MAH/IMM Member employees enjoy additional 5% discount on Programme fee (i.e RM1800 x 5% discount=RM1710 + 6% GST)</i>	<b>RM1800 + 6%GST</b>	<b>RM1908.00</b>
<b>NORMAL FEE</b> Registrations received after 5 JUNE 2018  <i>NO DISCOUNTS</i>	<b>RM2500.00 + 6%GST</b>	<b>RM2650.00</b>

**Closing Date: 10 JUNE 2018**

**Payment to be made to: Universiti Utara Malaysia**

**Bank: Bank Islam Malaysia Berhad Account Number: 02093010000010**

Kindly email proof of payment to: [saharah@uum.edu.my](mailto:saharah@uum.edu.my)

**For More information on High Impact Executive Education, Customised and Post Graduate Programmes**

**Please contact:**

**En. Badrie Abdullah**

**Director**

**Corporate and Executive Education**

**Othman Yeop Abdullah Graduate School of Business**

**Universiti Utara Malaysia**

**06010 Sintok, Kedah Darulaman**

**Tel: 017-369 1386 ; 04 – 928 7156**

**Fax: 04 – 928 7160**

**Email: [badrie@uum.edu.my](mailto:badrie@uum.edu.my) or [saharah@uum.edu.my](mailto:saharah@uum.edu.my) Website: [www.oyagsb.uum.edu.my](http://www.oyagsb.uum.edu.my)**



Othman Yeop Abdullah  
Graduate School of Business  
Universiti Utara Malaysia



INSTITUTE OF MARKETING MALAYSIA



MALAYSIAN ASSOCIATION OF HOTELS  
PERSATUAN HOTEL MALAYSIA



D i s t i n c t i v e l y D i f f e r e n t

## REGISTRATION FORM

Winning@Sales Programme		26 & 27 JULY 2018 (8.30am – 5.30pm)			
Programme Location	Programme Name	Programme Code	Fee Per Registrant (A) Includes 6% GST	No. of Registrants (B)	Fee = A x B
PROMENADE HOTEL KOTA KINABALU	Winning@Sales Programme “Achieving Peak Performance in Sales Through the Power of EMOTIONAL INTELLIGENCE”	ISLM/2018	Supersaver RM1908.00 (register by 5/6/2018)  Normal fee RM2650.00		
			<b>Total</b>		

## ORGANIZATION INFORMATION / DETAILS

Organisation Name	
Address 1	
Address 2	
Name of Person Authorised to Sign Form	
Email Address	
Contact Tel Number & Fax	
MAH/IMM Membership Number**	

Details of Registrants (you may also email the Registrant details)

Name (as in IC/passport)	NRIC / Passport Number	MAH Membership Number	Email Address

Kindly complete and email this form before 5 JUNE 2018 FOR SUPERSAVERS! Email: [saharah@uum.edu.my](mailto:saharah@uum.edu.my)  
(Tel: 04-928 7156) or [badrie@uum.edu.my](mailto:badrie@uum.edu.my) (017-3691386)

## Cancellation Policy and Postponement of Programme

Because attendance at *this* programme requires significant advance preparation, refunds are not permitted. Invoice once issued can't be cancelled except for exceptional reasons. Registrants who cancel less than **7 days in advance** may nominate an acceptable substitute or attend a future session of the same programme within one calendar year.

**Organiser reserves the right to postpone the programme 2 weeks before programme dates**, if there are insufficient registrations.