



The Winning Way in Selling



Building the foundation of trust and identifying the "True Pain" of the customer



Day 1: The Psychology of the Modern Buyer

Module 1: Selling in the 2026 "Trust Economy"

- The Shift: Why "Hard Selling" is dead and why "Solving" is the new selling.
- The 7-Second First Impression: Mastering the non-verbal and verbal "Openers" that lower buyer defenses.
- The SSI (Social Selling Index): Integrating your personal LinkedIn/XHS brand to build authority before the first meeting.

Module 2: Advanced Prospecting & Discovery

- The Strategic Questioning Framework: Using the SPIN (Situation, Problem, Implication, Need-payoff) model to make the client "sell to themselves."
- Active Listening Lab: Identifying "Buying Signals" and hidden objections in casual conversation.
- The Buyer Persona Map: Segmenting your approach based on the 4 Personality Styles (Driver, Expressive, Amiable, Analytical).

Module 3: Value Proposition & The "Gap" Strategy

- Selling the Destination, Not the Plane: Translating features into emotional and financial benefits.
- Creating the "Gap": Visualizing the distance between the client's current pain and their future gain.
- Activity: Participants draft a 60-second "Value Hook" tailored to a high-value prospect.



Day 2: Execution, Negotiation & The Close



Module 4: Mastering Objections & The "Pivot"

- The Objection Shield: Reframing "Price" objections into "Investment" conversations.
- The 3-Step Feel-Felt-Found Method: Empathizing with the buyer while moving toward a solution.
- Early-Warning Signals: How to spot a "No" coming from a mile away and pivot the strategy.

Module 5: High-Impact Closing Techniques

- The "Assume the Win" Close: Moving toward implementation naturally without a "scary" closing question.
- The Option Close: Providing two "Yes" scenarios to give the buyer a sense of control.
- The 24-Hour Urgency: Using authentic scarcity and deadlines to trigger a decision today.

Module 6: Post-Sale Growth & Referral Systems

- The Fortune is in the Follow-up: Setting up an automated yet personal follow-up cadence using AI tools.
- Turning Clients into Champions: The 3-step process to ask for referrals without feeling awkward.
- Account Expansion: Identifying upsell and cross-sell opportunities within existing "Warm" accounts.

Learning Outcomes

- **Bilingual Adaptability:** We teach how to switch between professional English and localized sales nuances for the Malaysian market.
- **AI-Enhanced Sales:** Using AI for research and personalization to save 5 hours of prospecting time per week.
- **High-Stakes Focus:** We focus on "Big Ticket" sales strategy where the decision cycle is longer and the trust requirement is higher.

Investment:

Individual

RM2,899

Early Bird

RM2,200

**BUNDLE
(MIN.3 PAX)**

RM1,988



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