

# “FROM LEARNING TO DOING”

Why sales training doesn't work and what to do about it

Date: 09th July 2010, 09.00am – 12.30pm  
Location: Central, Hong Kong (venue t.b.c.)

You have spent thousands, perhaps hundred thousands of dollars for sales training but you observe that behaviors of your sales executives barely changed. You wonder if the investment was a big waste of money.

There might be still a chance to turn this investment into a positive ROI. During this half-day seminar, you'll experience how it can be done.

## WHO SHOULD ATTEND

- Senior Sales Executives who are disappointed about the effectiveness of sales training
- Senior HR managers and L&D managers who want to learn what it takes to make training work

## WHAT YOU WILL LEARN

- The Shortcomings of Most Sales Training Programs – why it happens
- What it takes to turn Sales Training into a Profitable Investment
- The 5 Key Reasons why Sales People don't apply what they learned
- Experience Actual Sales Coaching in both Individual and Group Settings
- Innovative Ideas how to Achieve Positive Behavioral Change



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## PROGRAM OUTLINE

| Time          | Contents   | Methodology                     |
|---------------|--|---------------------------------|
| 08.30 - 09.00 | Registration & Networking  |                                 |
| 09.00 – 09.30 | Reasons for low ROI in traditional sales training programs                         | Presentation & Group Discussion |
| 09.30 – 10.40 | How is Coaching different from Training?<br>Experiencing Individual Sales Coaching | Group Coaching & Real Playing   |
| 10.40 – 11.00 | Coffee Networking Break  |                                 |
| 11.00 – 11.40 | Experiencing Group Sales Coaching  | Group Coaching & Real-Playing   |
| 11.40 – 12.10 | Innovative Formats to Achieve Effective Behavioral Change                          | Presentation & Group Discussion |
| 12.10 – 12.30 | Q&A  |                                 |

### Benefits for participants include

- Gain a deeper understanding how to maximize the ROI in sales training programs and as a result stop wasting money
- Get some first experience how to effectively coach sales people in individual and group setting and as a result improve their performance
- Learn some innovative formats that help achieve positive behavioral change

“Thanks for the excellent training I received last week. During the years, I have undertaken a number of training courses and I would like to say that last week was one of the most enjoyable and personal rewarding I have completed for a long time.”

----- Business Improvement Manager,  
Hong Kong Aero Engine Services Ltd.

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## FACILITATORS:

Charlie Lang and William Ho combine almost 50 years of professional experience in the areas of sales, management and people development in Asia, North-America and Europe. Some clients they have served include: Alcatel-Lucent, Allianz, AON, BASF, BAYER, BNP Paribas, Chanel, Coach, DMG, Far East Organization, Google, Hang Seng Bank, General Electric, HP, Johnson & Johnson, Lego, L'Oreal, Lloyds TSB, New York Life, Otis, Saint Gobain, Sprint, TESCO, Volvo, UBS, and many more.



### CHARLIE LANG

Trainer & Executive Coach, Maneging Partner of Progress-U Limited

Charlie Lang is a certified professional coach (Corporate Coach-U) and a pioneer of coaching in Asia-Pacific. He has extensive experience coaching senior (sales) executives at multinational companies with a strong presence in Asia-Pacific, to assist them in becoming more successful (sales) leaders (over 2,500 coaching hours).

Charlie has over 20 years experience in sales and leadership and is as Managing Partner also the top sales performer at Progress-U through the innovative “Stop Selling!” approach he invented.



### WILLIAM HO

Trainer & Executive Coach, Progress-U Limited

William Ho is a senior veteran in the business world. He has been working in sales and management for over 25 years and is very familiar with the challenges of complex and sophisticated sales challenges.

William has worked with small, medium-sized and multinational companies in both Toronto and Hong Kong, weathering several storms throughout his career. He has gained precious experience to understand how to help businesses thrive even during times of severe adversities.

William is a certified corporate coach and sales trainer at Progress-U assisting his clients to take their sales success to the next level. He particularly enjoys dealing with very challenging environments with fierce competition and dynamic markets.

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## COMMENTS OF PAST PARTICIPANTS

“This course is very different from the other coaching courses that I have attended. The skills learned from the program are very solid and practical. The program is inspiring and very useful.”

----- Principal Consultant, Bethel International

## PRACTICAL INFORMATION

Date & Time: 09th July 2010, 09.00am – 12.30pm

Location: Central, Hong Kong (exact venue t.b.c.)

Investment: 350 HKD only (see note below)

Important Note: 75% of the regular investment (1,400 HKD) is sponsored by Progress-U. We reserve the right of declining any registration at our discretion.

Registration Closing Date: 6th July 2010

For enquiries, please contact Ms. Rosanna Shek at (852) 3622 2250 or email her at [progressu@progressu.com](mailto:progressu@progressu.com)

### Reservation

Please reserve \_\_\_\_\_ place

### CONTACT DETAILS

Please print in BLOCK LETTERS

Name (Mr./Mrs./Ms./Dr.) \_\_\_\_\_ Date \_\_\_\_\_  
(Surname) (First Name)

Company Name \_\_\_\_\_ Title \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### PAYMENT

#### By Telegraphic Transfer

Account Name: Progress-U Ltd.  
Bank: The Hongkong and Shanghai Banking Corporation Limited  
Account No: 183-545-268-001  
SWIFT: HSBCHKHHHKH

\*Please email your registration and telegraphic transfer acknowledgement to [sales-seminar@progressu.com](mailto:sales-seminar@progressu.com)