

# “STOP SELLING”

## Accelerate Your Business in Asia

Date: January 20-21, 2010

Location: Hong Kong

### PROGRAM REVIEW:

This is the philosophy on which we base our “Stop Selling!” approach. What we offer is more than skills training. We aim for achieving a fundamental change in people’s belief systems, which will, in turn, result in a positive shift of the relationship between the buyer and the seller.

Our approach goes beyond the consultative selling method, which presupposes that the seller fully understands his customer’s situation and challenges. As this is not realistic - no seller lives in the complex world of his customer - the consultative selling approach presents a clear limitation.

“The task of the seller is to draw attention to an attractive vision of the future, highlighting potential benefits and gaps that need to be bridged, all the while refraining from blatant interference. Sellers should help the prospective buyer only by coaching him through his decision-making process. Doing so, they will witness the growth and evolution of their customer, who will not be the victim of circumstances and limitations, but will have a clear vision to create new value for his organization.”

Charlie Lang



For this program, you will do a personal assessment on-line before arriving. The report of this assessment will be used during the program to help you identify your preferred behaviors, strengths and areas for development.

### How this program is special

- **Content**

It is based on the new sales paradigms of “Unlock the Game™” by Ari Galper and “Buying Facilitation©” by Sharon Drew Morgen, further developed and adapted to the Asian business environment. The delegates will get a deeper insight into their own personal strengths and areas for improvement through the use of Harrison Assessments.

- **Methodology**

We use a highly effective approach combining group coaching, facilitation, case studies and ‘real plays’ to develop a positive mindset. Through practical skills training methods we help finance professionals perform business more successfully.

- **New thinking** and related new behaviors need practice to develop in more successful habits. Therefore, this program includes a 60mins follow-up group coaching session (by phone conference) within 3-4 weeks after the 2-day seminar.

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### WHO SHOULD ATTEND:

The course is designed for anyone who wants to sell more in less time with higher profit margins even during a time when the only sales strategy seems to be to lower prices.

We'll show you a way that protects if not increases your margins while reducing the length of the sales cycle.

### WHO SHOULD ATTEND:

- To achieve a positive change in your belief system and learn the 3 secrets of building true trust
- To get a deeper understanding of the dynamics of the buying process
- To learn how to coach the buyer to accelerate the decision-making process
- To understand how this new approach leads to a better quality buyer-seller relationship and, subsequently more sales

### PRACTICAL INFORMATION:

Participants in this personal journey can experience:

- Saving time and money due to considerably increased efficiency.
- Enhance sales performance because you stop wasting time with 'mis-leads'
- Improved sales revenue by closing effectively.
- Improved business because of a higher value perception and through long-term trusted relationships.

### Testimonials:

“ I have been recording my selling progress, and have certainly noticed a change in my and the potential clients reactions through the whole experience.

The program is proving very worthwhile. Lots to keep working on, but that's progress. ”

----- Oliver Love, Senior Consultant  
Active Communication

“ Excellent! You will improve! ”

----- Senior Consultant  
Excalibur

“ The content of this training was very meaningful to me. I will apply in my work what I learnt. ”

----- Business Development Executive  
Goodman Fielder

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### WHAT DELEGATES WILL BRING BACK:

- A new, highly innovative and considerably more successful approach towards building your profitable business
- Practical tools to develop immediate rapport with your potential clients
- A deep understanding and related skills for what it takes to develop highly trusted relationships
- Coaching competencies to accelerate your clients' decision making process
- Introduction to Higher Ground Negotiations !
- Toolbox for developing Unique Buying Propositions that answer the question: “Why should I buy from you?”

### PRACTICAL INFORMATION:

**Dates & Time:** Wed/Thu, Jan 20-21, 2010, 9.00am - 5.30pm

**Pricing and Registration:**

Cost for 2-day program: HK\$5,500 per person  
Includes Harrison Assessment (value HK\$ 550)

15% discount for Professional HKICC members

Price includes 2-day program from 9.00am to 5.30pm, Harrison Assessments report, 1 follow-up group-coaching call (60mins), documentation and participation certificate.

For inquiries, call +852 3622 2250  
or email [sales-seminar@progressu.com](mailto:sales-seminar@progressu.com)

### Testimonials:

“ It’s one of the best programs I attended and will recommend it to other colleagues. ”

----- Sales Manager  
Bayer MaterialScience

“ This training is very rewarding and useful. ”

----- Sales Executive  
Bayer MaterialScience

# “STOP SELLING!”

Your Coach Trainer

## FACILITATOR:



### WILLIAM HO

Trainer & Executive Coach, Progress-U Limited

William is a senior veteran in the business world, also helped to attract and confirm investors to set up overseas companies; and was involved in a few merger and acquisitions throughout his career. He earned his stripes through his practical experience in the actual market.

He is keen to help and coach companies to explore their own potential, understand their core competence, and ride through the adversity of the economy. He is especially interested in situation where companies have to deal with constant changes, new market developments, multicultural environments, fierce competitions, and leadership development, particularly in sales. His expertise lies in building and managing sales and marketing teams, key account management, tactical negotiation and closing deals, forming alliances and partnerships through training and coaching within the organization to develop a sales- and subsequently results-oriented culture.

William speaks fluent English, Mandarin, Cantonese.

## PRACTICAL INFORMATION

Please reserve \_\_\_\_\_ place(s) at regular fee

Please reserve \_\_\_\_\_ place(s) at 15% discount for HKICC members fee

### 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)