



# Sales Leadership Transformation Workshop

MAKING THE GREAT LEAP TO SALES  
MANAGER WITH UNPRECEDENTED SUCCESS

DEVELOPING LEADERS • OPTIMISING PERFORMANCE

**S**ales management has little to do with managing but everything to do with leading, coaching and motivating. Whether you're a great salesperson who has just been promoted into a management role, or an aspiring sales manager looking to raise your skills to a higher level – This two-day intensive development workshop is designed specifically for **YOU**.

The leap from salesperson to sales manager is perhaps one of the most challenging transitions in business simply because it is a role change that requires new skill sets, yet there may be insufficient training available. This powerful **Sales Leadership Transformation Workshop** takes you beyond training to develop and deliver an impactful sales leadership, making your transition smoother and more successful. You will use what you learn right away, handle any situations with ease, and be better equipped to keep your people motivated, productive, and on target.

## Programme Elements



Sales Force  
Effectiveness  
Capabilities

**In two solid days of practical training, we will demonstrate and drive home the essential skills you will need to step confidently into a leadership role with an action plan in hand.**

This programme is designed based on the **Optimal Success Profile Framework**, which acts as a powerful first step toward building management and leadership capabilities. Through an enhanced self awareness, it enables new leaders to get up to speed more rapidly, leading to faster realisation of company goals and higher return on investment.

**Modular learning strategy is implemented to effectively bridge the potential performance gaps.**

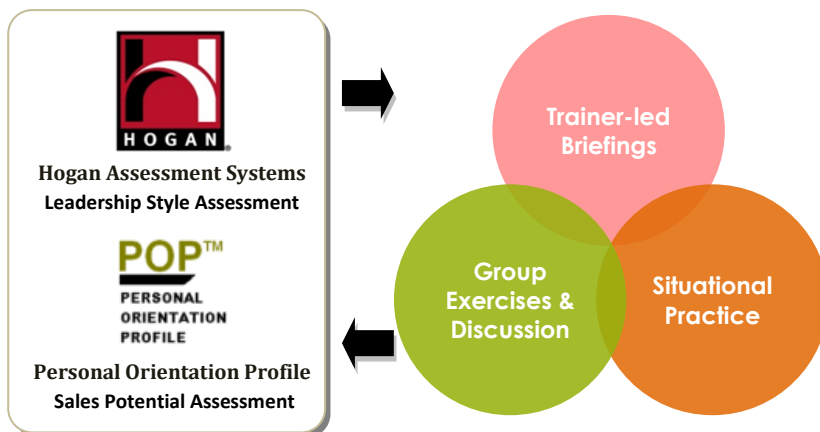


You will gain insights into everything from **Leading Self** to **Leading Others** and ultimately **Leading Performance** in the workplace, especially on how to:

- Build confidence, project authority, and gain cooperation from your staff
- Take charge of your job and earn immediate respect from your people
- Avoid the problems that sabotage many new managers
- Help your team members become top performers and stay motivated
- Produce concrete, positive results right away

### An Integrated, Holistic Approach

We leverage scientific assessment tools to identify individual needs and use a combination of proven training methods to enhance training effectiveness:



**Plus: You'll take home:**

1. Hogan Assessments & a set of HoganLEAD Reports;
2. POP 7.0 Assessment & Report; and
3. Everything you learn, i.e. the comprehensive workbook and/with tools.

### Who Should Participate

This programme is exclusively designed for newly promoted sales managers, managers in the pipeline, and existing managers (less than 2 years) whom have never received similar training.

### Content Outlines

#### Introduction

- Are You Ready To Play A Bigger Game?
- The first 90 days – fundamental principles for successful transitions
- Charting your course, laying the ground work for success

#### Part 1 – Leading Self

- Make a break from the past and start learning for the future
- Leading From Within
- What Makes A Leader? IQ or EQ?
- Professional Credibility
- Focusing Your Priorities, Managing Your Time

#### Part 2 – Leading Others

- Building and Managing Effective Team
- Talent Development & Performance Coaching
- Effective Delegation
- The Power of Engagement
- Managerial Courage
- Managing Diversity

#### Part 3 – Leading Performance

- Performance Management
- Managing Key Relationship
- Effective Inter-personal Skills
- Leading Change
- Problem Solving & Decision Making

#### Part 4 – Kick Start Your Plan Now

- **“What are the ten MOST IMPORTANT things that I should do in my first 90**



## Facilitator Profile

**Mr. HO Ming Kee** is the Director of Consulting and Client Services, Asia, at Optimal Consulting Group. He has more than 17 years working experience, 2 years in Tax Services and 15 years in Life Insurance industry.

In 1993, Ming Kee started his career with Deloitte Tax Services before switching to life insurance industry, Great Eastern Life Assurance in 1995. He joined American International Assurance (AIA) in 1997. From 2000 to 2005, he was a core member of the "AIG People Building Programme" and the "AIA Management Forum" in AIA Regional Office, Hong Kong. For almost a decade, he has proven track records in operations trouble shooting, budgetary control, financial analysis, strategic restructuring and change management.

Ming Kee joined ING Insurance Berhad in 2006. His last appointment with ING Insurance was the Director, Head of Retail Distribution Services and Head of ING Sales Academy. His primary tasks include governance & compliance, agency compensation, performance coaching and talent development.

From 2006 – 2009 Ming Kee was a member of the Asia Pacific Tied Agency (APTA) Council & Products Innovation Board in ING Hong Kong Regional Office; heading 2 APTA major projects (Tied Agency Distribution & Compensation and Training) involving 8 Business Units, viz. Malaysia, Thailand, Dalian, Shanghai, Taiwan, Hong Kong, Korea & India and also involved in another 12 APTA Projects. He represented ING for local Regulators' dialogue sessions, industry survey, forum, etc. and a member of the Education Committee & Distribution Committee in The Life Insurance Association Malaysia (LIAM).

### PROFESSIONAL EXPERIENCE

- **Director (Vice President) - Head of Retail Distribution Services & Head of ING Sales Academy**  
ING Insurance Berhad
- **Head of Customer Care Centre & Customer Relations Unit – KL Head Office Service Centre Manager - Perak Region**  
American International Assurance Co. Ltd.
- **Regional Trainer (North)**  
Great Eastern Life Assurance (Malaysia) Berhad
- **Tax Senior**  
Deloitte & Touche / Kassim Chan Tax Services

### PROFESSIONAL QUALIFICATION

- **Chartered Associate**  
Institute of Chartered Secretaries and Administrator, UK
- **Registered Financial Planner (RFP)**  
Malaysian Financial Planning Council (MFPC)
- **The Company Secretaries Practice Group**  
Malaysian Association Institute of Chartered Secretaries and Administrator, KL (MAICSA)

### LICENSED USER

- **POP™**
- **Hogan Assessment Systems**
- **BarOn EQ-i®**

## Participation Details

- **Format:** PUBLIC & IN-HOUSE programme available
- **Duration:** 2 days, 0900-1700 daily

## Public Workshops:

### Dates & Locations

- **Singapore:** Aug 16-17, 2011
- **Kuala Lumpur, Malaysia:** Jul 20-21, 2011
- **Hong Kong:** Aug 10-11, 2011
- **Shanghai, China:** Jul 25-26, 2011
- **Beijing, China:** Jul 28-29, 2011

REGISTRATION CLOSSES TWO (2) WEEKS PRIOR TO EACH WORKSHOP DATE

### Participation Fee

- **Singapore:** SGD 1,500 + 7% GST per pax
- **Malaysia:** RM 3,500 + 6% Service Tax per pax
- **Hong Kong:** HKD 10,000 per pax
- **China:** RMB 9,010 per pax

**Register Now for the Sales Leadership Transformation Workshop!**  
The workshop has restricted seating to ensure a high-quality learning environment.

Please check the appropriate box and return completed form to **TAN Wee Ping** at [wptan@optimalconsulting.com.sg](mailto:wptan@optimalconsulting.com.sg) or fax to **+65 6327 8276**

Preferred workshop location		<input type="checkbox"/> SINGAPORE
		<input type="checkbox"/> Kuala Lumpur, MALAYSIA
		<input type="checkbox"/> Hong Kong
		<input type="checkbox"/> Shanghai, CHINA
		<input type="checkbox"/> Beijing, CHINA
Organisation Name		
No. of Participants		
Invoice Address		
		Attention To:
Participant 1	Name	
	Designation	
	Direct Tel	
	Email	
	Country	
Participant 2	Designation	
	Direct Tel	
	Email	
	Country	
	Dietary Requests	



For further information, please contact the office nearest you

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