

# Sales and Marketing



# Dr. Claire Keow

## Organizational Productivity Specialist

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- **Dr. Claire** is a dynamic speaker and trainer armed with 18 years of experience. Acclaimed as a Strategist and Marketer, she had her secondary and tertiary education in Singapore, Australia and Malaysia. She started her Training and Consulting career eighteen years ago and have trained in Malaysia, Singapore, Brunei, Dubai, and Indonesia.
- She is one of the few Certified Team Coach of Leadership in Motion (LIM), USA since 2018 where she uses the latest Action Reflection Learning™ principles, processes and tools to coach clients' teams and provide insights about shared leadership, teamwork, consulting, coaching, project management, themselves and organization/clients. These very same principles, processes and tools can be cascaded throughout the entire organization and create a culture of shared leadership and high performance teamwork resulting in increased engagement, productivity and profitability.
- For the last 18 years, Claire has been involved in a variety of change initiatives within multinational corporations and local organizations around the world including merger integration, customer engagement leadership development, team development, culture change, organizational alignment, human resource development and team coach development. Some of her notable clients include: Bayer, Roche, Standard Chartered Bank, AIG, AKER Solutions, Novartis, Digi, Shell, BP, Maybank, EPF, Civil Institute of Brunei (IPA), Suria Capital, Colgate, KWSP, Pos Malaysia, Henkel, Inti Universities, Hilti, OSRAM, Infineon, STATOIL, Petronas and many more.

# Creating Our Learning Environment

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engage 





**Ready to Start?**



**What's your story?**

# Ice Breaking - Storytelling

What is your **TOUGHEST**  
challenge in your life?

# DIFFERENCE BETWEEN SALES & MARKETING

- **Sales and marketing are two business functions within an organization -- they both impact lead generation and revenue. The term, sales, refers to all activities that lead to the selling of goods and services. And marketing is the process of getting people interested in the goods and services being sold.**



“There is a NEW HOPE everyday”

## OUR APPROACH – T.A.S.K.S.

Model	Description
<b>Thinking</b>	<p>Mindset Conditioning</p> <ul style="list-style-type: none"><li>• Growth Mindset</li><li>• Embrace JOM attitude (Just One % More) for more sales</li><li>• That Sales is all about Activity, activity, activity!</li></ul>
<b>Attitude</b>	<ul style="list-style-type: none"><li>• Relanguaging from negative to positive.</li><li>• Professional Presence – How attitude affects your professional outlook</li><li>• Inculcate See-Say-Do-Get</li><li>• GROW Model – Goal, Reality, Opportunity and Way Forward</li></ul>
<b>Skills</b>	<p>The Closing Sales Success Formula</p> <ul style="list-style-type: none"><li>• <math>\text{No. of Leads} \times \text{Conversion Rate} = \text{No. of Customers} \times \text{Average sale per transaction} \times \text{No. of times} = \text{Sales Revenue} \times \text{Percentage} = \text{Nett Profit}</math></li><li>• Understanding the Sales Cycle</li><li>• Back to Basics</li><li>• What you do or not do can change the Result!</li><li>• Connecting Communication, Amplify with Social Selling</li></ul>
<b>Knowledge</b>	<p>The Pareto Principle</p> <ul style="list-style-type: none"><li>• 20/80 Ratio to win in the market place</li><li>• Knowing your strengths &amp; weaknesses, competitors and market.</li><li>• Knowledge is Power : Applying the Right knowledge to bring the desired results.</li></ul>
<b>Systems</b>	<ul style="list-style-type: none"><li>• Putting a System in place to monitor and measure results</li><li>• Game Plan : doing the right things daily, weekly and monthly</li><li>• Having the right feedback mechanism and monitoring system</li><li>• Aiming for small improvements continuously and incrementally for better results</li></ul>




# SWOT ANALYSIS

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
OPPORTUNITIES	THREATS



**Why some businesses are successful and some not successful even though they have the **SAME RESOURCES** ?**

**Mengapa beberapa perniagaan berjaya dan ada yang tidak berjaya walaupun mereka mempunyai **SUMBER YANG SAMA**?**



# What is the story that you live in?



I live in the world of fear, limitation or no potential, so I cannot.....


Saya hidup dalam dunia ketakutan, keterbatasan atau tidak berpotensi, jadi saya tidak boleh .....

..



I live in the world of new opportunities, challenges and growth, so I am excited to grow myself.....

Saya hidup dalam dunia yang ada peluang, cabaran dan perkembangan baru, jadi saya teruja untuk memperkembangkan diri saya.....

A stack of old, worn books with a circular overlay containing text. The books are stacked on a wooden surface, and the pages are yellowed and aged. The circular overlay is white and contains the text "Change your STORY, Change your LIFE" and "Ubah kisah anda, Ubah kehidupan anda".

**Change your STORY,  
Change your LIFE**

**Ubah kisah anda,  
Ubah kehidupan anda**

An aerial photograph of a city skyline, likely New York City, viewed through a circular lens. The foreground shows a dense grid of buildings and streets, while the background shows a hazy skyline with several prominent skyscrapers. A semi-transparent circular overlay is positioned on the left side of the image, containing text. A solid orange horizontal bar is located above the text.

**To change your  
story you have to  
See a New World**

**Untuk mengubah  
kisah anda, anda  
harus Melihat Dunia  
Baru**



Every problem comes with an equal  
or greater opportunity

— *Napoleon Hill* —

Every Change / Problem Creates New & Greater  
Opportunities Again & Again

**Setiap Perubahan / Masalah Menciptakan Peluang  
Baru & Lebih Besar Lagi & Lagi**

AZ QUOTES



- **The Stronger the Connections You Make, the Bigger the Impact you Have**
- **Semakin kuat Hubungan yang anda buat, Semakin Besar Impaknya**

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Don't hold on to your FEAR  
but hold on to your  
GROWTH

Jangan berpegang kepada  
PERASAAN TAKUT anda  
tetapi berpegang pada  
PERKEMBANGAN anda

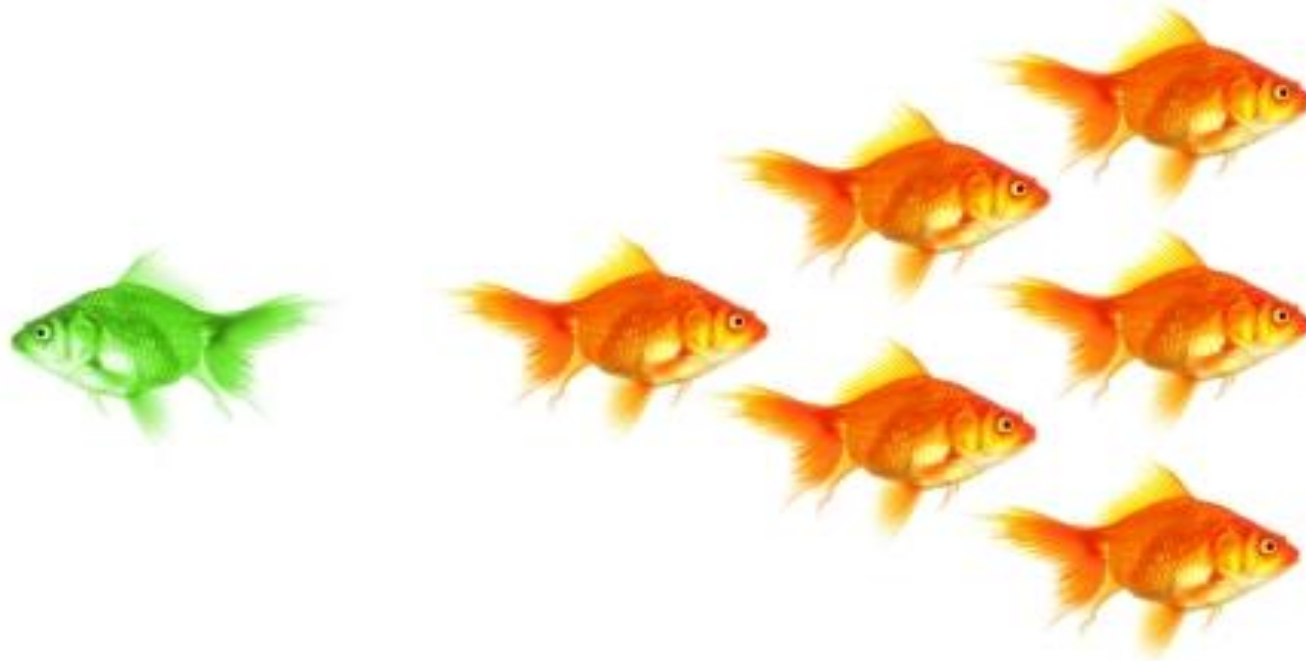
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# D.I.S.C. PROFILING

*(Different People, Different Strokes)*



“ **Same, same** but **different** ”

# D.I.S.C. PROFILING

- Understand yourself better is the first step to becoming more effective when working with others.
- Develop your personality strengths
- Aware of potential weaknesses
- Respect personality differences
- Everyone is a blend of all four styles – D.I.S.C.



# D.I.S.C. PROFILING

**Dominance**



**Influence**

**Compliance**

**Steadiness**



*I want it done  
and I want it  
done right now!*

**D**

## Type

# DOMINANCE

<b>Priorities</b>	<ul style="list-style-type: none"><li>• Getting immediate results</li><li>• Taking action</li><li>• Challenging Self &amp; Others</li></ul>
<b>Motivated by</b>	<ul style="list-style-type: none"><li>• Power and Authority</li><li>• Competition</li><li>• Winning</li><li>• Success</li></ul>
<b>Fears</b>	<ul style="list-style-type: none"><li>• Loss of control</li><li>• Being taken advantage of</li><li>• Vulnerability</li></ul>
<b>You will notice</b>	<ul style="list-style-type: none"><li>• Self-Confidence</li><li>• Directness</li><li>• Forcefulness</li><li>• Risk-taking</li></ul>
<b>Limitations</b>	<ul style="list-style-type: none"><li>• Lack of concern for others</li><li>• Impatience</li><li>• Insensitivity</li></ul>



*Let me tell you  
what happened  
to me...*

**I** **i**

## Type

# INFLUENCE

<b>Priorities</b>	<ul style="list-style-type: none"><li>• Expressing Enthusiasm</li><li>• Encouraging Collaboration</li><li>• Taking Action</li></ul>	
<b>Motivated by</b>	<ul style="list-style-type: none"><li>• Social Recognition</li><li>• Group Activities</li><li>• Friendly Relationships</li></ul>	
<b>Fears</b>	<ul style="list-style-type: none"><li>• Social Rejection</li><li>• Disapproval</li></ul>	<ul style="list-style-type: none"><li>• Loss of Influence</li><li>• Being ignored</li></ul>
<b>You will notice</b>	<ul style="list-style-type: none"><li>• Charm</li><li>• Enthusiasm</li><li>• Talkativeness</li></ul>	<ul style="list-style-type: none"><li>• Sociability</li><li>• Optimism</li></ul>
<b>Limitations</b>	<ul style="list-style-type: none"><li>• Impulsiveness</li><li>• Disorganization</li><li>• Lack follow-through</li></ul>	

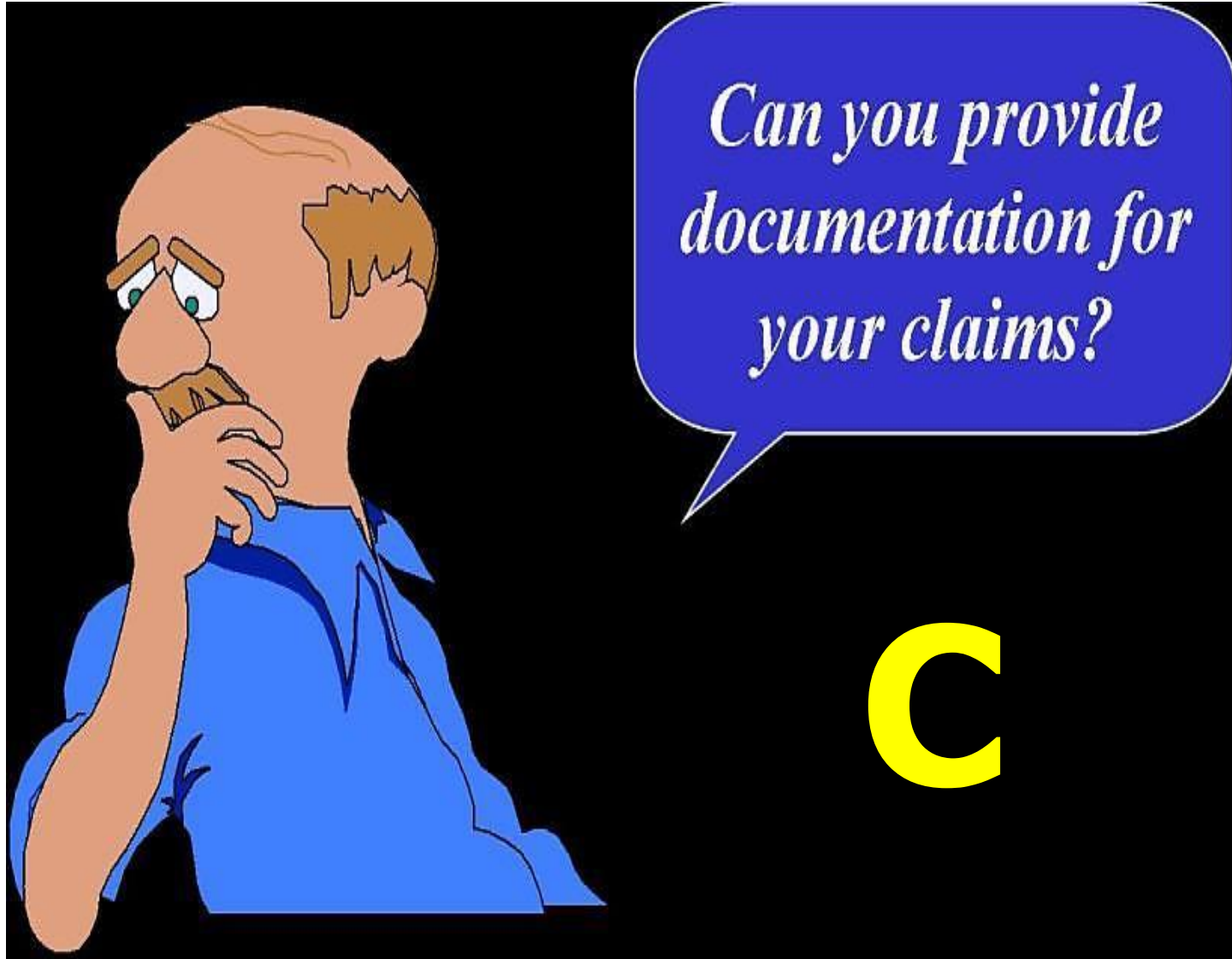


*We're all in this together, so let's work as a team.*

**S**



<b>Type</b>	<b>STEADINESS</b>	
<b>Priorities</b>	<ul style="list-style-type: none"> <li>• Giving Support</li> <li>• Maintaining Stability</li> <li>• Enjoying Collaboration</li> </ul>	
<b>Motivated by</b>	<ul style="list-style-type: none"> <li>• Stable Environments</li> <li>• Sincere Appreciation</li> </ul>	<ul style="list-style-type: none"> <li>• Enjoying Collaboration</li> </ul>
<b>Fears</b>	<ul style="list-style-type: none"> <li>• Loss of Stability</li> <li>• Change</li> </ul>	<ul style="list-style-type: none"> <li>• Loss of Harmony</li> <li>• Offending Others</li> </ul>
<b>You will notice</b>	<ul style="list-style-type: none"> <li>• Patience</li> <li>• Team Player</li> <li>• Calm Approach</li> </ul>	<ul style="list-style-type: none"> <li>• Good Listener</li> <li>• Humility</li> </ul>
<b>Limitations</b>	<ul style="list-style-type: none"> <li>• Overly Accommodating</li> <li>• Tendency to avoid change</li> <li>• Indecisiveness</li> </ul>	



*Can you provide  
documentation for  
your claims?*

**C**

<b>Type</b>	<b>COMPLIANCE</b>	
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<b>Priorities</b>	<ul style="list-style-type: none"> <li>• Ensuring Accuracy</li> <li>• Maintaining Stability</li> <li>• Challenging Assumptions</li> </ul>	
<b>Motivated by</b>	<ul style="list-style-type: none"> <li>• Opportunities to use Expertise or gain Knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Attention to Quality</li> </ul>
<b>Fears</b>	<ul style="list-style-type: none"> <li>• Criticism</li> <li>• Slipshod Methods</li> <li>• Being Wrong</li> </ul>	
<b>You will notice</b>	<ul style="list-style-type: none"> <li>• Precision</li> <li>• Analysis</li> <li>• Quiet</li> </ul>	<ul style="list-style-type: none"> <li>• Skepticism</li> <li>• Reserve</li> </ul>
<b>Limitations</b>	<ul style="list-style-type: none"> <li>• Overly Critical</li> <li>• Tendency to overanalyze</li> <li>• Isolates self</li> </ul>	

## In summary...

**D**

Emphasis on  
**accomplishing  
results, bottom  
line, confidence**

- Action/ Result Oriented
- Problem-Solver
- Decisive
- Straight to the point
- Stay focused

**I**

Emphasis on  
**influencing or  
persuading others,  
openness,  
relationships**

- Enthusiastic
- Outgoing
- Spontaneous
- Big Picture
- Inspiring
- Persuasive
- Lively
- Optimistic

**S**

Emphasis on  
**cooperation,  
sincerity,  
dependability**

- Calm
- Cooperative
- Empathetic
- Good listener
- People-oriented
- Appreciative of others
- Patient

**C**

emphasis on  
**quality and  
accuracy,  
expertise,  
competency**

- Task-focused
- Analytical
- Detailed
- Thorough
- Follow standards
- Enjoys independence

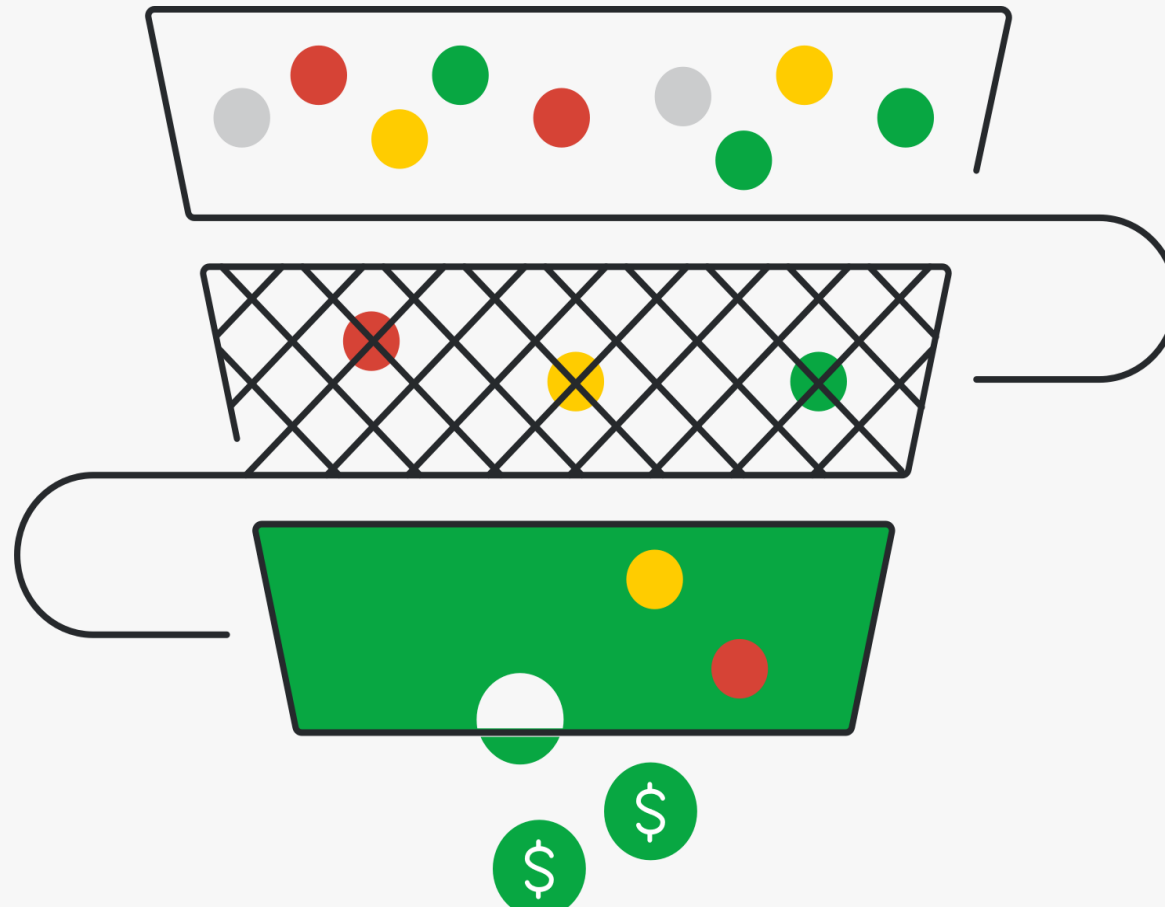
PEOPLE are **not**  
DIFFICULT, they are  
just **DIFFERENT.**

# WHAT IS A SALES FUNNEL ?



# WHAT IS A SALES FUNNEL

Sales funnel is a visual representation of the journey from your prospect's first contact with you until a completed purchase.



# THE SALES FUNNEL EXPLAINED AND HOW IT WORKS

