

Welcome



GETHÁ
Since 1969

**Value-based Sales Motivation
&
Skills Training**

Know Your Facilitator

詹普善博士 PuShan Cham (PhD)



- Accounting background
- Sales and Marketing Profession since 1984
- Conducted seminars and talks for more than 100 organizations
- Pragmatic Psychologist and Philosopher by experience
- Areas of expertise
 - Value-based motivation
 - Sales motivation and skills training
 - Oneness Wellness Work-Life Balance

Know Your Facilitator

Story Selling



SEMINAR RULES & REGULATIONS

1. Empty Preconceived Ideas
2. Open-mindedness – Just One Idea Learned Can Transformed You
3. Let Go of Inhibitions, Step Out of Your Comfort-zone
4. Be Your Best True Self
5. Feel More and Think Less
6. Be Totally Involved
7. Together we will make these 2 days the best days of our lives

PARTICIPATION versus INVOLVEMENT



Two Distinct Types of Involvement

Intellectual
&
Emotional

Beginning of a New Life



TODAY is the beginning of my new life
I am given **TODAY** to use as I will
I can waste it
or grow in its light and
be of service to others

**What I do with TODAY is important
because
I have exchanged a day of my life for it**

When tomorrow comes
TODAY will be gone forever
I must not regret the price I paid for it

TRAINING OBJECTIVES



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TRAINING OBJECTIVES

1. Right WORK VALUES and MIND-SETS to create all-win scenario
2. Rekindle PASSION in “WORK”
3. Feel the MISSION in your GETHA Sales Profession
4. Up Your Selling Skills to Professionally influences CLIENTS positively
5. Fine tune our ATTITUDE towards Sales Professionals
6. Brainstorm FFQ with the objective of producing a Handbook
7. Be Positively Motivated towards your GETHA Sales Profession

YOUR LEARNING EXPECTATIONS



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GETHA'S EXPECTATIONS ON ALL PARTICIPANTS

1. Every sales person got to position themselves as a Sales Professional Functional Sleep Consultant
2. Be passionate towards your profession, be confident in delivering your roles
3. Feel and embrace the mission that you will truly delivery a superb value-add benefit to all the prospective buyers
4. Be highly discipline and motivated everyday to carry out your role efficiently and effectively, to do the necessary to upgrade yourself in terms of your products and selling knowledge and skills

Application of Learning

Not the Learning and Doing that Excel You

It is the Learning, Researching & Appropriate Doing that matters

Perception and Destination

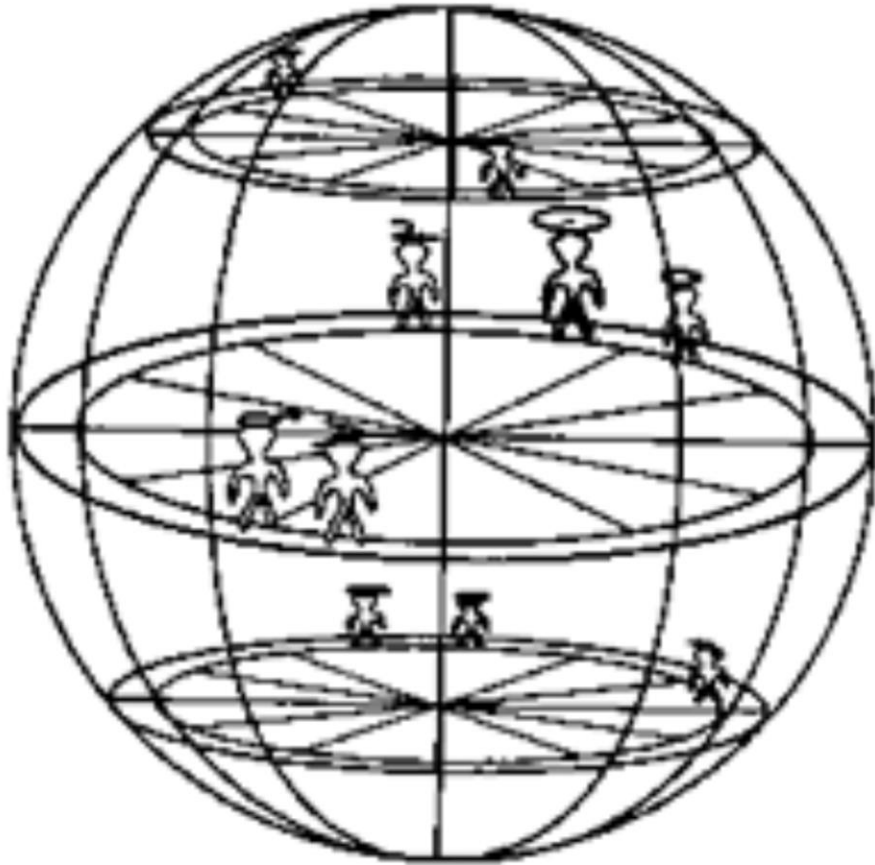


Everyone is Entitled to Their Own Perceptions, Rightly or Wrongly



Unless we are ready to be open-mindedness, no one should waste time and resources on us!

People Perceive Things From Their Levels of Understanding



Our challenge as a sales professional is to up prospects' perceptions toward us and our products when they are ready

Why GETHA Builds Impressive Showroom?



Perception Matters

Our Perception Affects Our Feelings

Our Feelings Affect Our Thinking

Our Thinking Determines Your Doings

Our Doings Affect Our Results

Our Results Determines Our Destiny

It is critically important to Mind Our Perceptions



When People See “Problems”, Lead Them to See Solutions When They Are Ready

Perceptions Toward Change

Current Situations

Rapid Change

More Choices

Knowledge is Power

No Money

Opportunity is Everywhere

Change is slow & it Creates Opportunities

More Confusion

Wisdom is Power

Plentiful of Money

Opportunity is Everywhere

Things Change, Fundamentals Remain
Master the Basic, Flow with Changes

How Do You See Yourself



The 4-letter Word: **WORK**

WORK is
whenever I invest my
RESOURCES
into getting
WHAT I WANT
for my life,
that is **WORK** to me

What do YOU WANT to Achieve in Life



1. Financial Freedom
2. Healthy for Life
3. Family Life
4. Continuous Learning
5. Serving People with Affinity with Me
6. Travelling to increase exposure
7. Philosophical Cultivation

What Are Your Resources



1. Time
2. Money
3. Character
4. Life and Work Experiences
5. Relatives, Friends & Business Associates
6. Business Tools
7. My Market Value

Thomas Edison's Attitude Towards WORK

“The purpose of work is
joy and fulfillment.

"I never did a day's work in
my life, it was all fun."

Wise WORK Attitude to Embrace

Work is human beings greatest function
I am nothing, I can achieve nothing,
fulfil nothing without working

When I am poor - work

When I am rich - work

When I am burdened with unfair Responsibility –
work

When I am happy - work

When disappointments come - work

Wise WORK Attitude to Embrace

When health is threatened - work

When faith falters - work

When dreams are shattered - work

No matter what else I do - work

Work faithfully, work conscientiously

Work is the greatest remedy available
for both mental and physical problems

Therefore, I work, work and work

Love Your WORK

If we don't love our work

We'll need three times the energy –

to force ourselves to work

to resist the force and finally to work

If we love our work

Our desire to do it will be like a wing

to propel our ships with lesser fuel

If we love our work

We work no more for work when we love it

is work no longer but sheer enjoyment

If we enjoy our work we will work and work

without counting the hours

We'll reap and enjoy more earnings as well

What is GETHA ULTIMATE Business Objective



What is your **ULTIMATE** Role in **GETHA** as Their Strategic Business Partner

To help **GETHA** to grow its



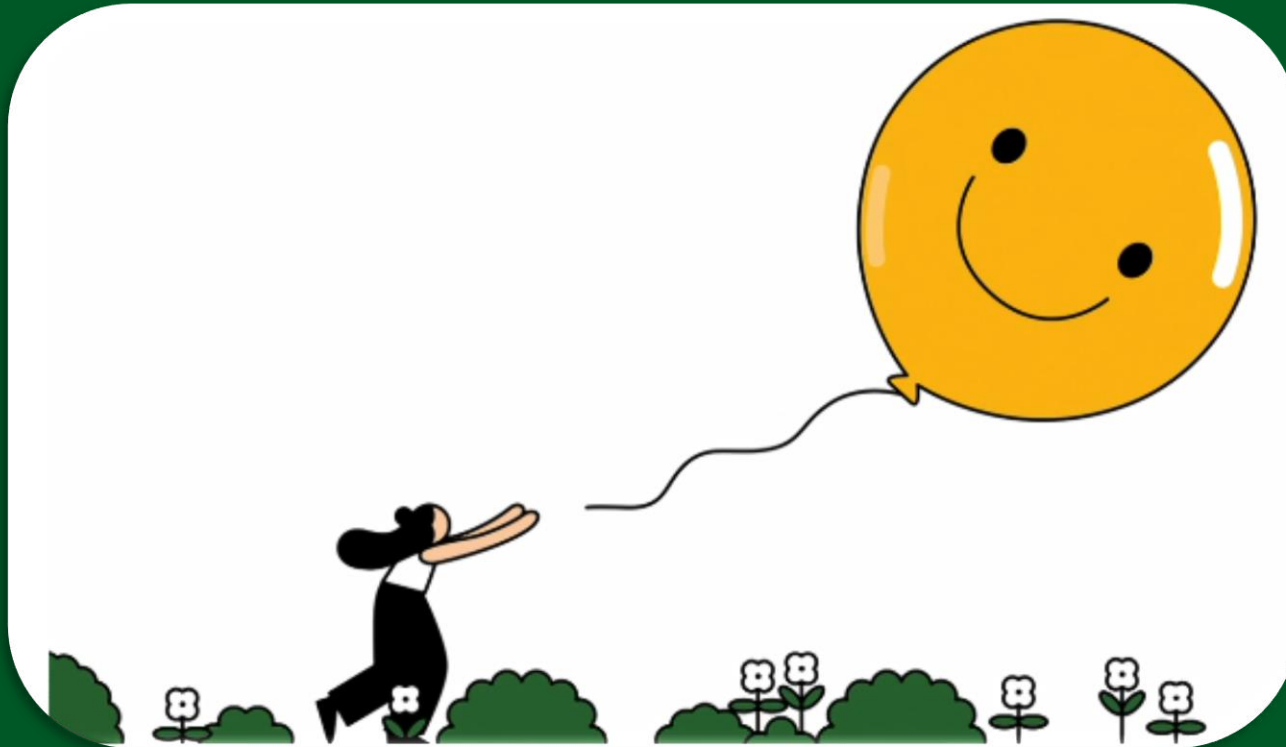
What is your **ULTIMATE** Goal as Strategic Business Partner of GETHA

- To up your market value
- To attract more income to you
- GETHA needs committed experienced and talented people to expand their business worldwide
- You will be treasure by GETHA for it expansion program

What Business are YOU & GETHA in



What 1 Common Value People Seek in Life



Stop Chasing After HAPPINESS Live HAPPINESS



Why of TOTAL INVOLVEMENT



Up your Happiness
Up your Market Value

As We Grow, Be Humble, Be More Contemplative



Scientist Charles Kettering spoke to a group of prominent engineers, “This small mark represents all that science has discovered up to this point. The remainder of the sheet represents that which has yet to be discovered.”

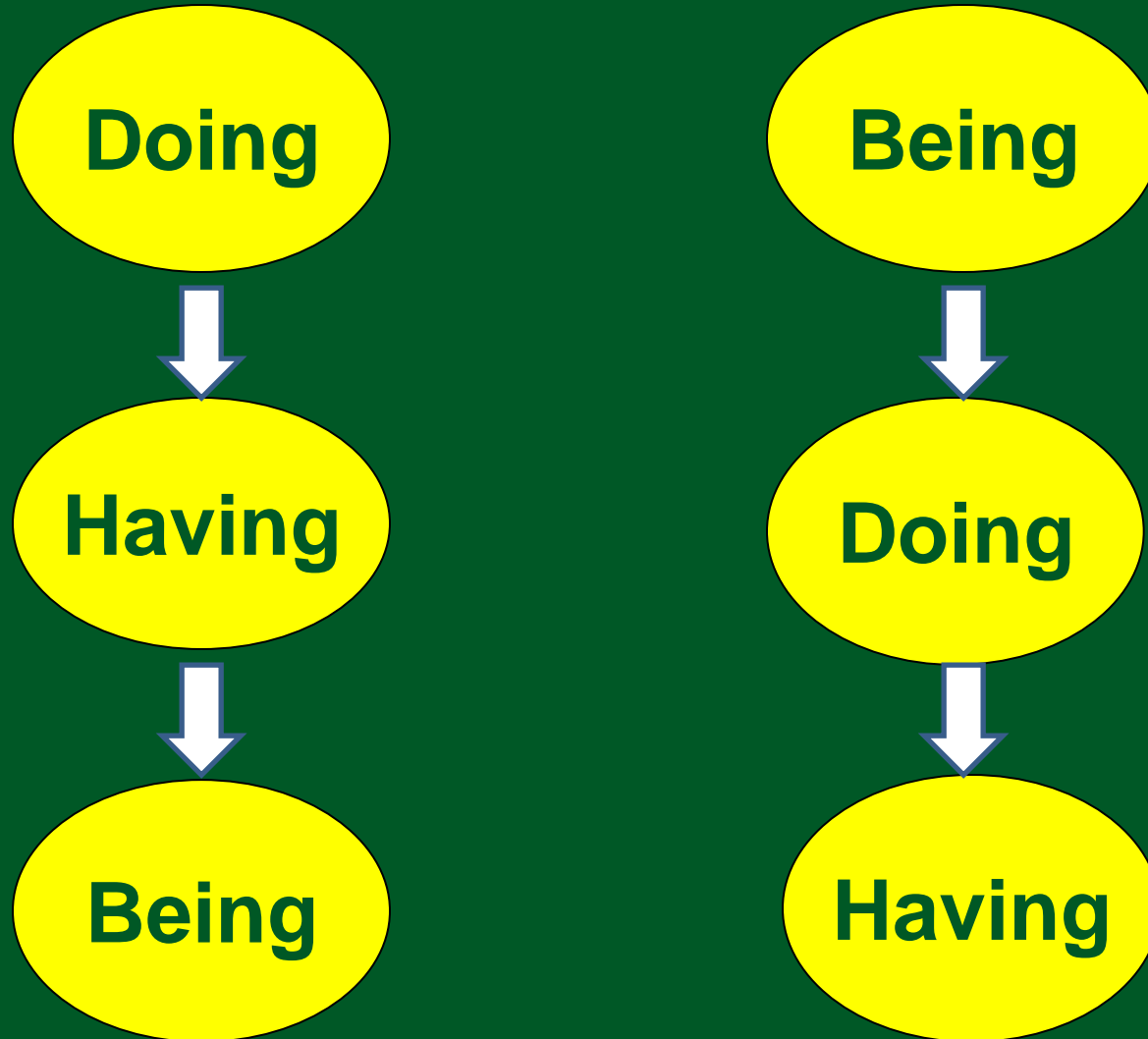
**Photography Session
&
Lunch Break
12.40pm -2.00pm**



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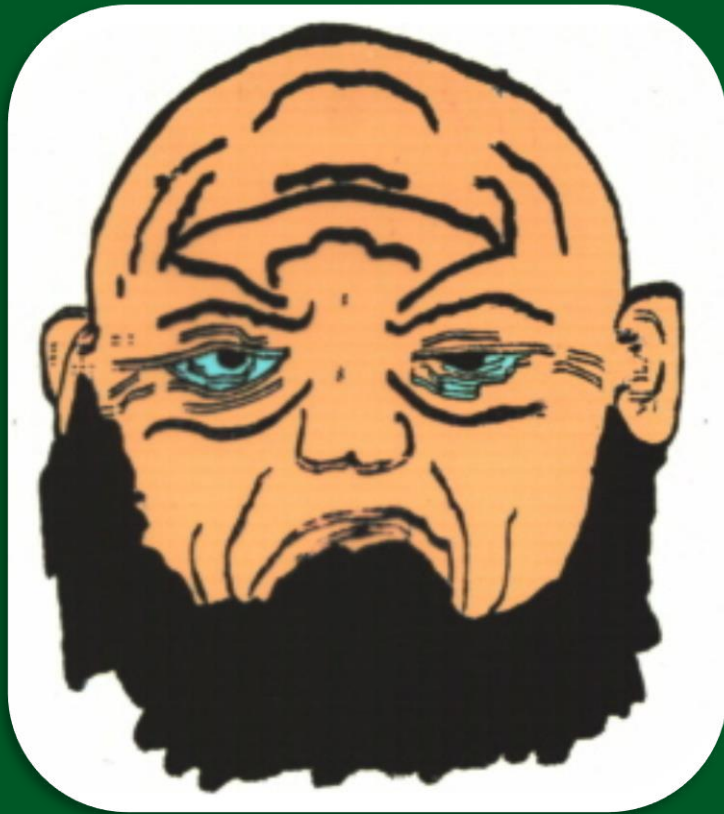
Attitude, Vision, Passion, Mission and Motivation

Human Doing & Human Being



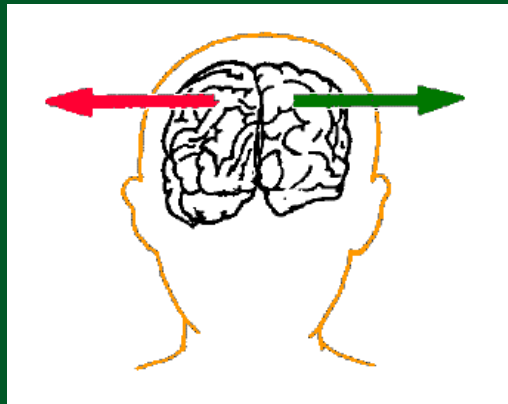
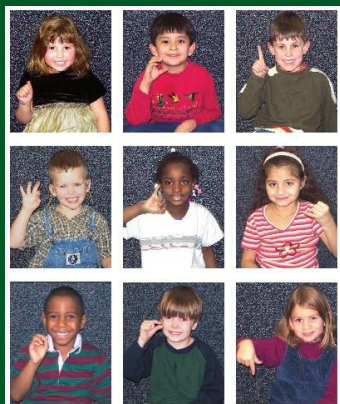
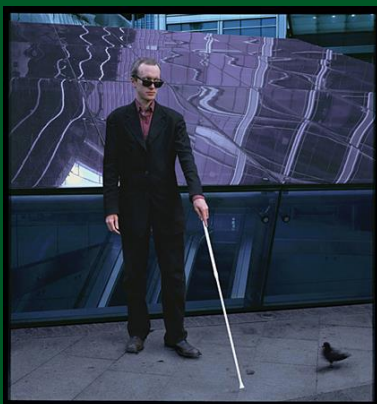
What are Your Chosen States of Being, i.e., My Life Values

1. Happy State of Being



My 7 Chosen States of Being, i.e., My Life Values

2. Gratifying State of Being



My 7 Chosen States of Being, i.e., My Life Values

3. Loving State of Being

In the discussion of Management Philosophy, the word LOVE is hardly been discussed. If LOVE is defined as the will to develop the develop the grow and will of others, then it is an appropriate term

“在討論管理哲學時，你很少聽過‘愛’的課題。如果愛是被解釋為培養他人成長的意願，那麼，它是個適當的字眼。”

Jan Carlson –Chairman of the Swedish Airline SAS
Author of Moments of Truth

My 7 Chosen States of Being, i.e., My Life Values

4. Optimistic State of Being





Born Winning and Born Loser

My 7 Chosen States of Being, i.e., My Life Values

4. Optimistic State of Being

**“The greatest discovery
of my generation is that
human beings can alter
their lives
by altering their attitudes
of mind.”**

- William James

Attitude Determines Altitude

Attitude is more important than facts, the past, education, money, circumstances, failures, successes, what other people think or say or do.

The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day.

We cannot change the past... the fact that people will act in a certain way.

The only thing we can do is play on the one string we have, and that is our attitude ...

I am convinced that life is 10% what happens to me and 90% how I response to it

To Building Process of a Winning Attitude

贏

1. Crisis Awareness Mentality
2. Communication & Relationship Skills
3. It takes Time
4. Equip with Capital and Resources
5. Keep doing simple tasks that work

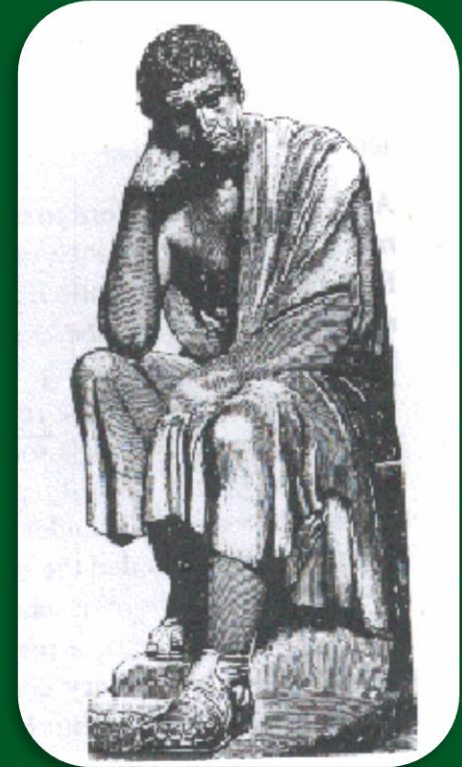
Winning Work Attitude to Embrace

1. Mission and not commission focus
2. Win-Win-Win Focus: Self, Company & Clients
3. Fear not market competition; do be fearful that we may not be good enough for the marketplace
4. Create rather than compete
5. If it is to be, it is always up to me

My 7 Chosen States of Being, i.e., My Life Values

5. Serving State of Being

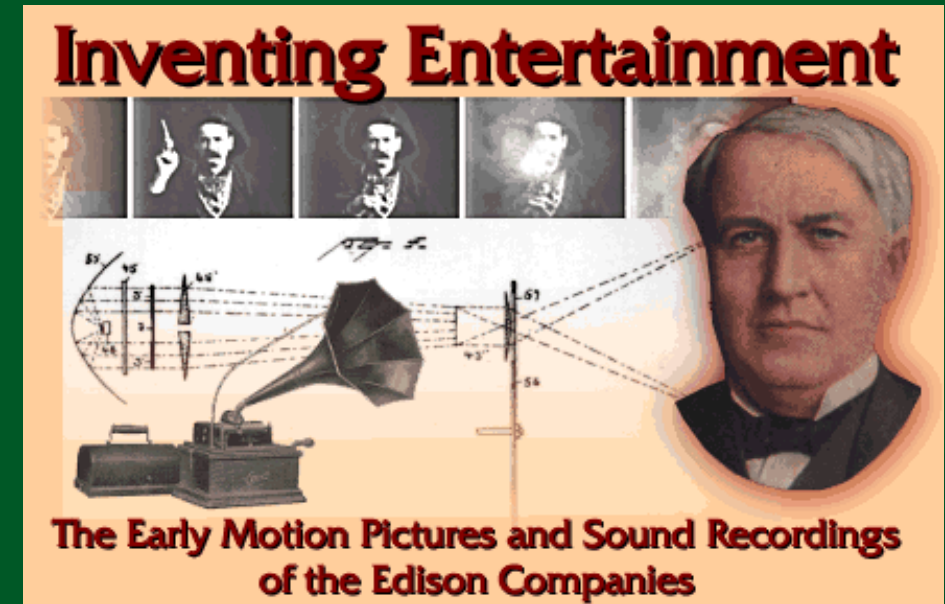
The only way to achieve
true success is to express
ourselves completely
in service to others - Aristotle



My 7 Chosen States of Being, i.e., My Life Values

5. Serving State of Being

My Life Philosophy is in
the working and making
contribution to Mankind
- Thomas Edison



My 7 Chosen States of Being, i.e., My Life Values

6. Confident State of Being

**FINISHED FILES ARE THE
RESULTS OF YEARS OF SCIENTIFIC
STUDY COMBINED WITH THE
EXPERIENCE OF YEARS**

My 7 Chosen States of Being, i.e., My Life Values

7. Trustworthy State State of Being

- Trust – key to business and relationship building
- It determines a person's character

7 Qualities of GETHA Strategist Business Partners

- 1. Employees with initiatives**
- 2. Passionate with their profession**
- 3. Feel and embrace work mission**
- 4. Self-discipline**
- 5. Good attitude towards GETHA, work and clients**
- 6. Stay motivated to growth and excel in work**
- 7. Superb confidence in the goodness in GETHA Products**

5 Fundamental People Skills for SUCCESS

- 1. Psychological Skill**
- 2. Communication Skill**
- 3. Selling Skill**
- 4. Marketing Skill**
- 5. Philosophical Skill**

Unique Selling Propositions In Selling

- What is USP
- Why of USP
- What is GETHA USP
- What is Your USP

Unique Selling Propositions In Selling

What is USP?

- The big things that make GETHA better than the other suppliers
- The specific benefit that makes GETHA stands out when compared to other suppliers in your market
- **“What makes you different from the competition?”**

Unique Selling Propositions In Selling

Why of USP?

1. Competition is the normal in business, both local & international
2. Buyer are overwhelmed with options
3. Buyers want to quickly understand what makes you and your product or brand different than others
4. You need to know the positioning of GETHA
5. It is crucial that you must be well-versed with yours and GETHA USP are

Tea Break
03.30pm-04:00pm



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Sir Erwin Ac Ng
Strategist PhD IMD

Sir Erwin AC Ng Biography

Education Background:

PhD in Human Resource Training & Development

PhD in Business Administration

PhD in Educational Psychology

PhD in Psychic Psychology

The World's Champion in the AIA competition

Most Popular Motivation Master, More than one million people worldwide attended his training courses. Have been conducted courses for more than 20,000 participants in one class.

History of Sir Erwin's insurance career:

44 years in insurance career (AIA)

Break 49 years record of Malaysian supervisor level

Break 50 years record of Malaysian manager level

Maintain the highest manager level record for 10 years

President round table member.....

A well-known corporate strategists

Founder of VeryGood Tips online education platform.

Founder of Life Rehearsal Course

WorldVentures knighted International Speaker.

睡眠学

Sleep Knowledge





- Eco Friendly 100% Natural Latex
- Moisture Management Natural Wool
- Black Carbon Technologic Yarn
- Anti-Static Protection
- EMF Free

GENETICS
100 NATURAL LATEX

GETHA

如何選擇一張好床

How to choose a

Good bed



買床者必須知道 什麼是好床

**You must know
What is a good bed**



好床的定義

The definition of a good bed

1. 睡得舒適 1. Sleep Comfortably
2. 睡得深入 2. Sleep Deeply
3. 睡得健康 3. Sleep Healthily



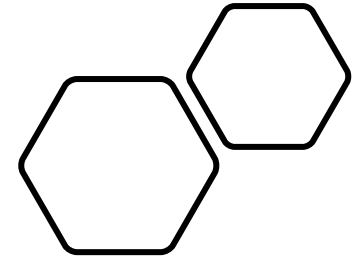
睡得舒適 **Sleep Comfortably**

Comfort - 舒服

Support - 支持



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A+S P

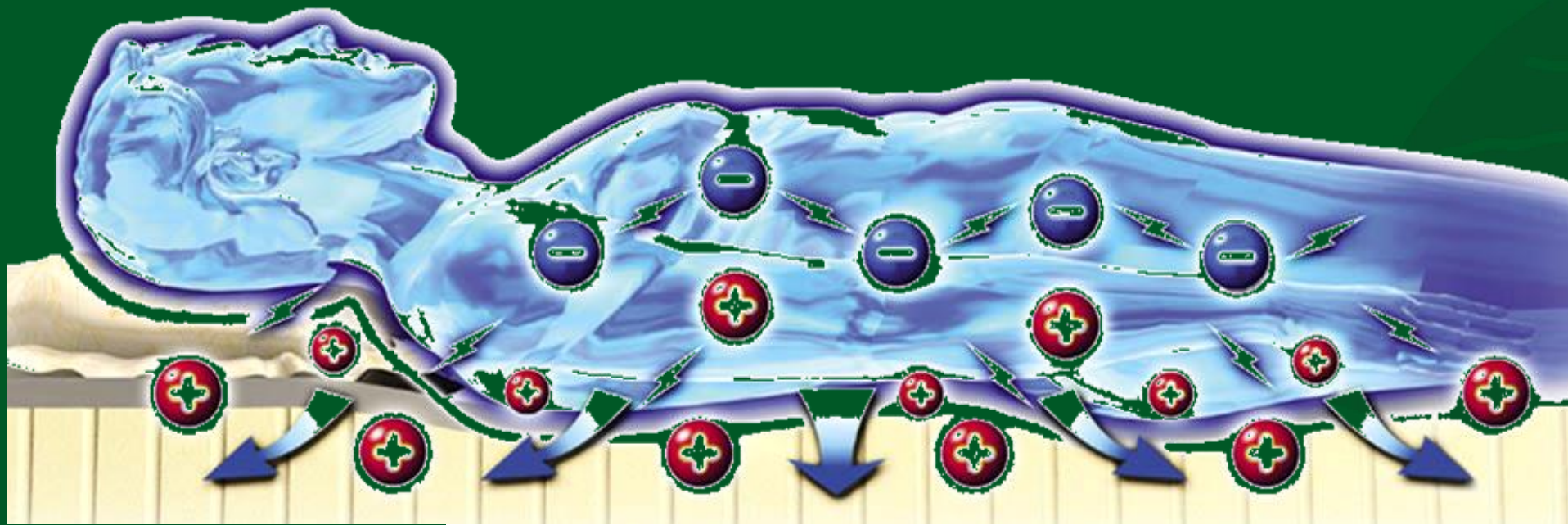
Anti Static Protection

A防止-S靜電 P保障



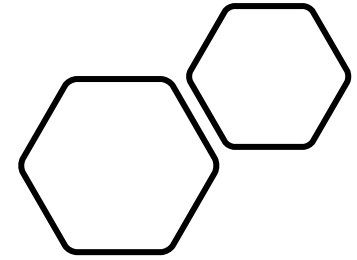
三萬 減至 四千 瓦特

30,000 volt reduces to 4,000 volt





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納米

nano



納米是1984年

- Eco Friendly 100% Natural Latex
- High Resilience Rubberized Coir Fibre
- Anti-Static Protection
- Comfort & Support
- EMF Free

ANTI-STATIC ASP PROTECTION

GETHA

納米銀 Nano Silver

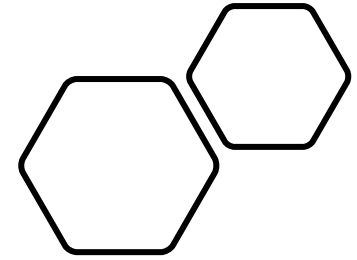
持久抗菌效果
可殺死650多種細菌
擁有除臭功能

Long lasting antibacterial effect
Can kill more than 650 bacteria
Has a deodorizing function





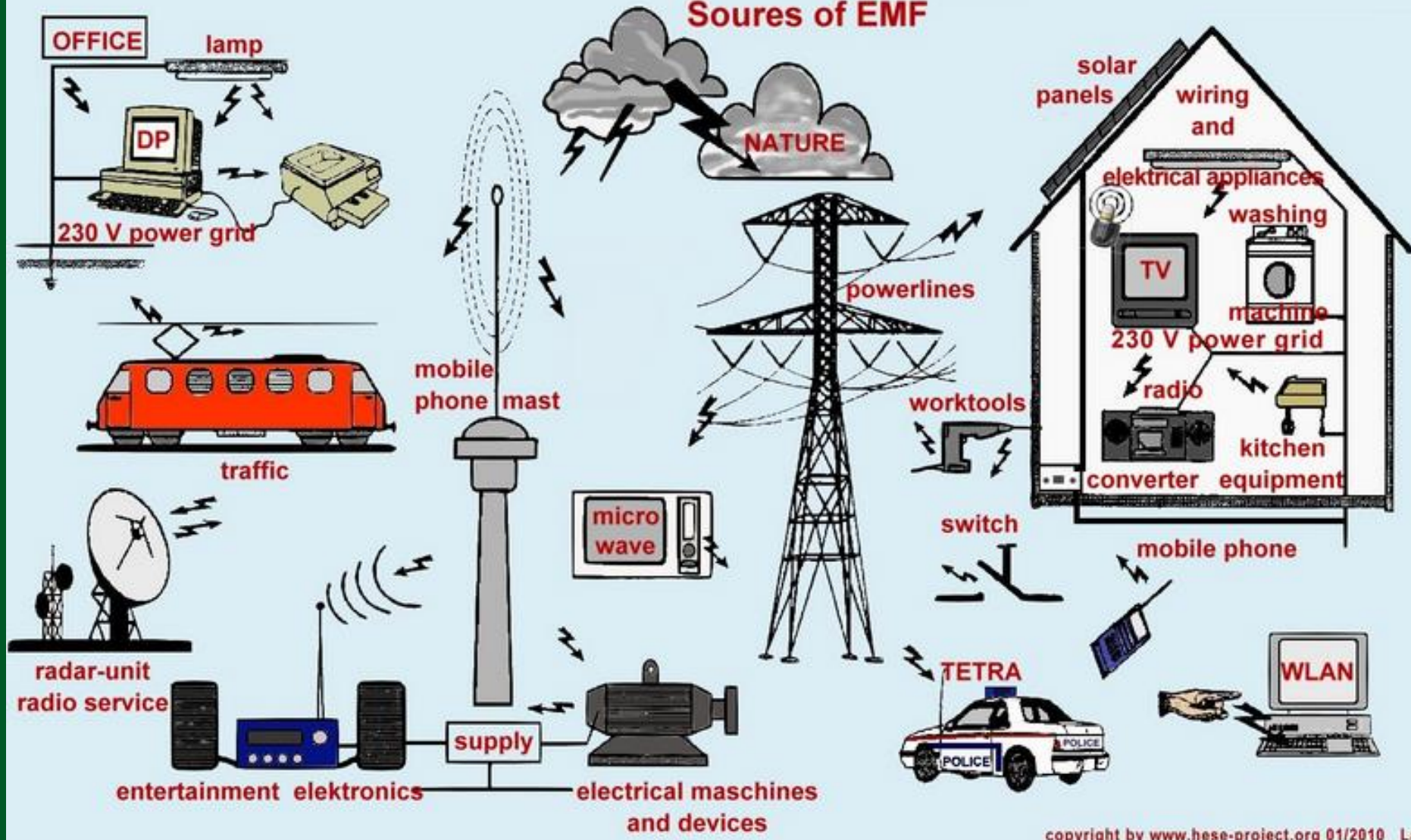
Sales Motivation & Skills Training

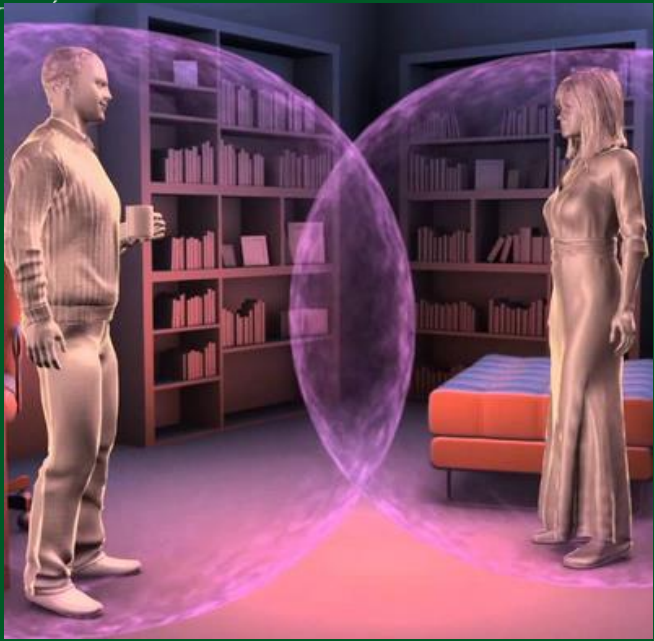


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What is **EMF**

Sources of EMF





Negative effects on Health causes by EMF.

- Learning problems
- Pain in muscles & long-term exhaustion
- Harmful to immune system
- Headaches & dizziness
- Cancer risks...



Spring, EMF, Radiation



VS



- WiFi and Smartphone EVERYWHERE!
- EMF EVERYWHERE!
- More spring coil → more antenna → BAD!

Spring was introduced over 100 years ago! No EMF everywhere back then.

The COMPASS mattress is made from



- 100% Natural Latex
- Multi Layer Foam
- Natural Fiber



The face layer of Biocare which provides a healthy sleep environment thanks to its antibacterial structure helps you sleep comfortably during the night.

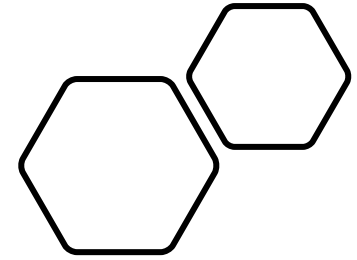
The back layer of Biocare fabric is made of a technology that blocks non-ionized radiation. Thanks to this technology, you are protected from the electromagnetic effects in your sleep environment.



Structure of Biocare



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你睡那一边？

On which side do you sleep?

左邊還是右邊

Left or Right

你睡對邊嗎

Are you sleeping on the CORRECT side?



风水知识 Feng Shui Knowledge

向左睡 向右睡

Sleep on your left, Sleep on your right

男左女右 女右男左

Man on the left Woman on the right

Woman on the right Man on the left

医学知识 Medical Science Knowledge

转左睡转右睡

Turn to left side to sleep, turn to right side to sleep

你是轉右

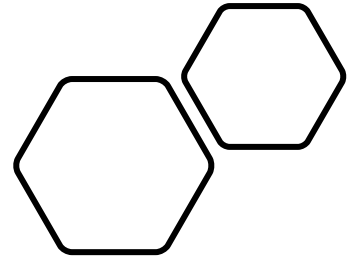
Sleeping Position : Are you turning right side

還是轉左

Sleeping Position : Are you turning left side



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Truth & Psychology of Selling



Truth About Selling



1. Everyone sells!

- Every successful individual is a great sales person, without exception
- Be proud of your sales profession

Truth About Selling

2. Selling - a Noble Profession

- Do you have a high regards for selling your profession?

3. Nothing happens in a business unless someone sells!

- Do you feel proud to be in the sales profession?

Truth About Selling

4. If you cannot “sell” YOURSELF, prospect will not have much confidence in you
 - YOU are indeed very important in the process in selling
5. Selling, more of an emotional than intellectual game
 - Logic unlocks the mind, emotion opens the wallet

Truth About Selling

6. Confidence sells
 - Build up your self-confidence
7. “SELLING” if it is done properly does not look like selling
 - It is a mind-game
8. Relationship sells more than Salesmanship
 - Focus on building long-term relationship
9. Sales professionals got to feel the mission in their sales profession
 - Mission before Commission

Psychology in Selling

1. People do not like to be SOLD, they prefer to BUY
 - Our duty to help them to make well-informed decisions instead of trying to sell them
2. We need to feel and think like customers
 - Present ideas in the way they are **Comfortable of Buying** and not the way we are **Comfortable of Selling**

Psychology in Selling

3. Selling begins when prospects says “NO”
4. Prospects are testing the confidence of the sales people with objections to see if they could past the test
5. Prospects wants Quality, Reputation, You and Your Products and Never Cheap and Low Quality Products

Psychology in Selling

5. Prospects want the sales professional to assure them **the price is value for money**, don't sell me cheap things
6. When a prospect mentions your price is expensive, he is testing your confidence and the values on your products
7. Cheap and low end products have many competitive suppliers
 - Wiser to niche the middle and up-market, lesser competitors, bigger sales volume

3 Essential Components Of Communication

1. Verbal (Words)



7%

2. Tonality (How You Speak
& Expressions)



30%

3. Who Speak
(Your Character)



63%



Dinner
06.00pm-07.30pm



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Trust Fall
07.30pm-08.0pm



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Self-contemplation
08.00pm



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**See You Tomorrow
Sweet Rest**



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