

# Welcome

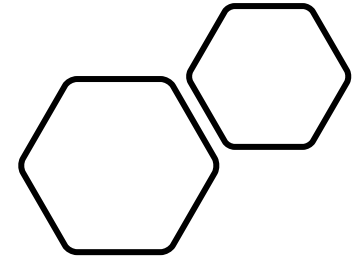


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**Value-based Sales Motivation  
&  
Skills Training**

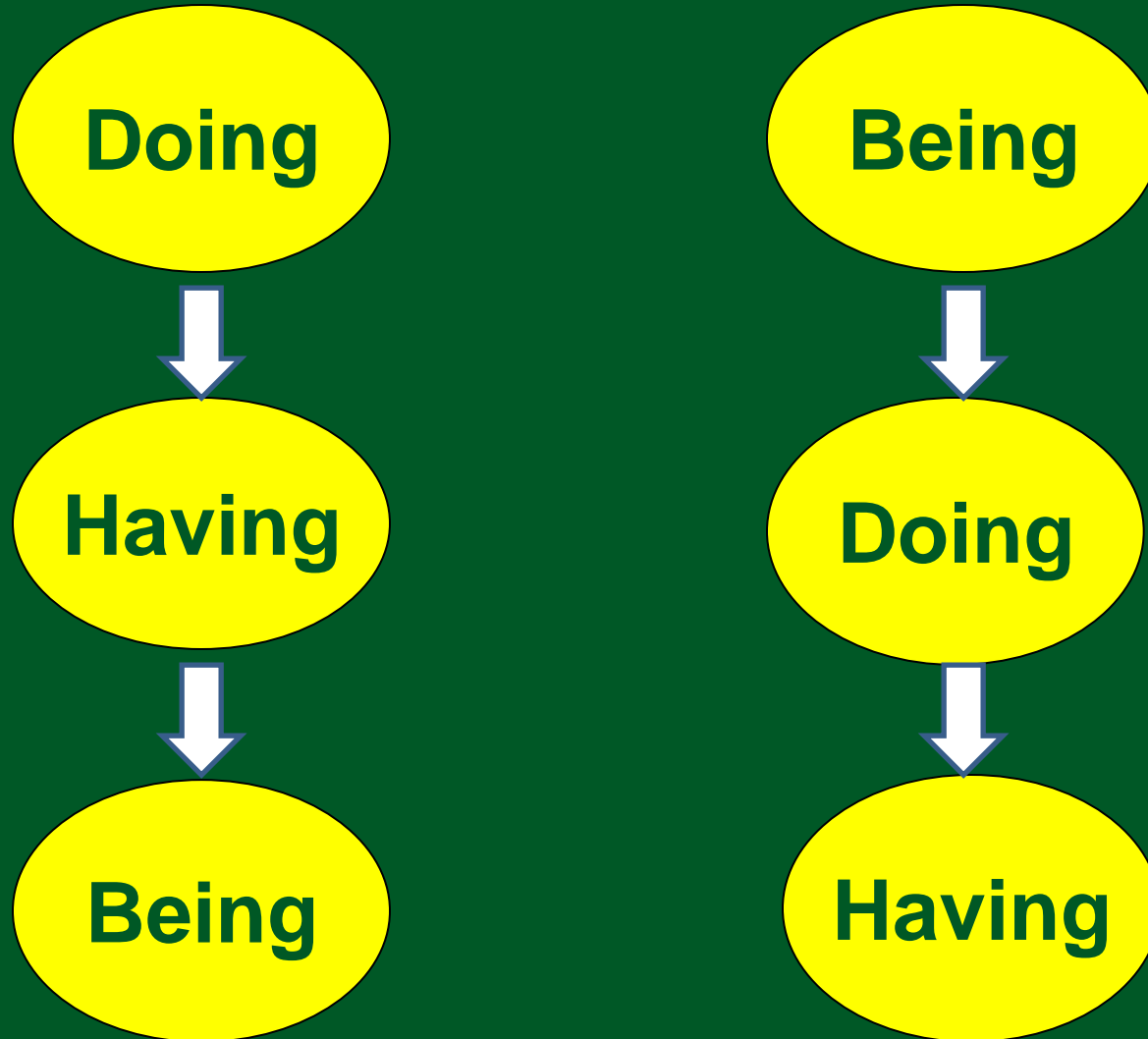


Sales Motivation & Skills Training



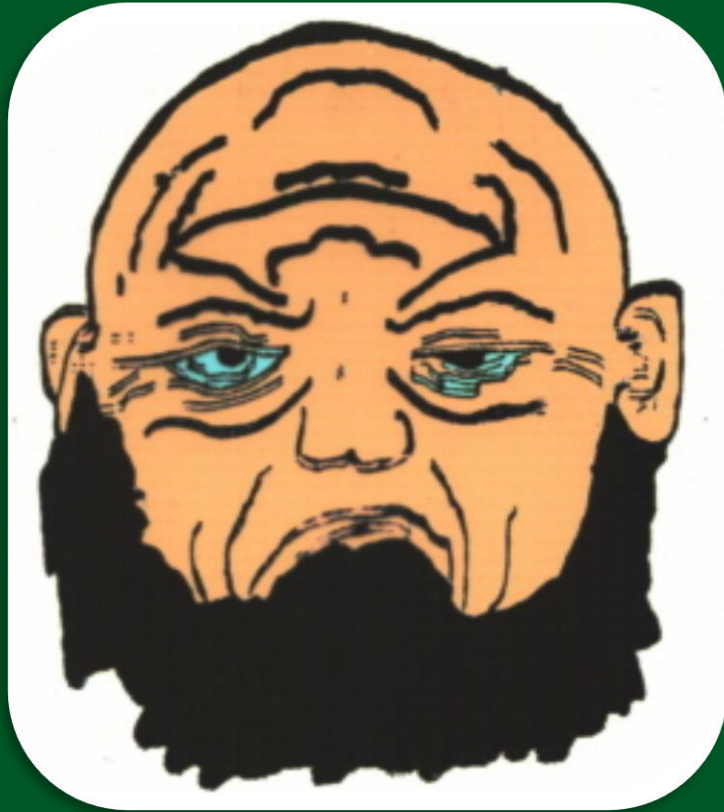
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# Human Doing & Human Being



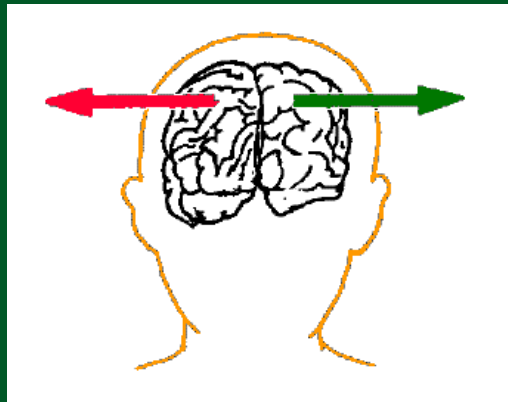
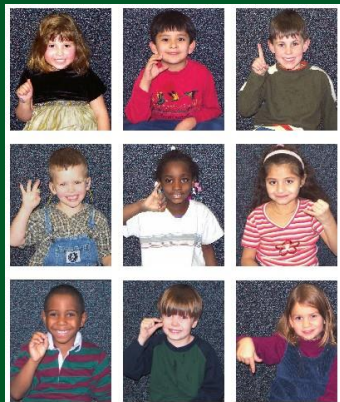
# What are Your Chosen States of Being, i.e., My Life Values

## 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



# **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

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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

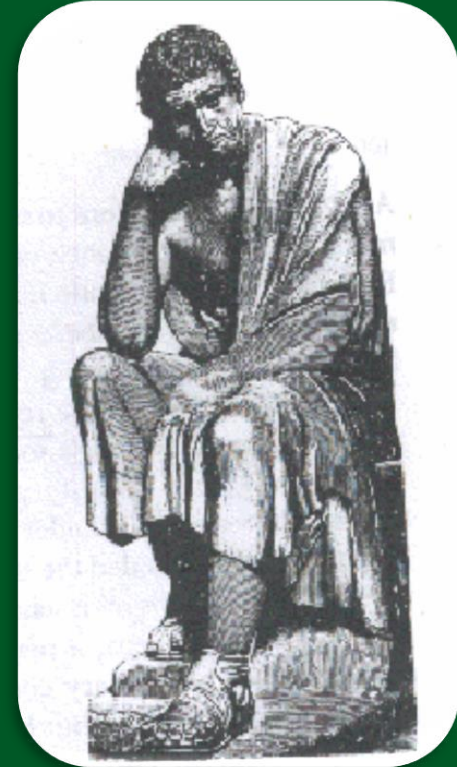
# Winning Work Attitude to Embrace

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

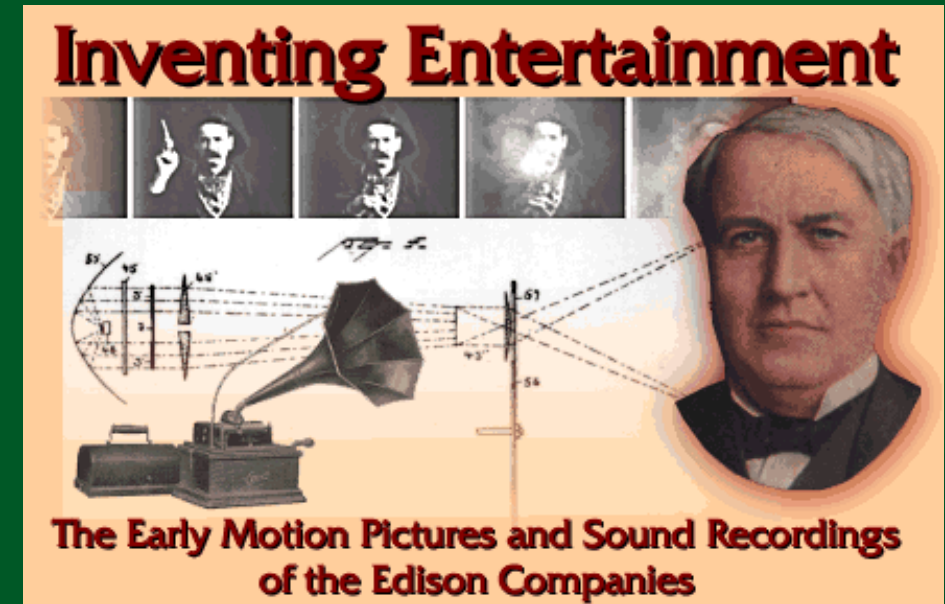
The only way to achieve  
true success is to express  
ourselves completely  
in service to others - Aristotle



# 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

# 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?

- 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

# Unique Selling Propositions In Selling

What are GETHA USP ?

# Unique Selling Propositions In Selling

What are Your USP ?

# 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

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

# Brainstorming on Frequent Faced Questions (FFQ)



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# Team Presentation



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# GETHA 2 Best Products to Market

## 1. Dream Kingdom

Why?

- Limited Edition
- High Craftsmanship
- Prestige
- The Best of the Best
- Highest Life Fulfilment



# GETHA 2 Best Products to Market

## 1. Togetha 100

Why?

- Affordable
- No Competition
- Exceptional Quality
- Good Gift for Themselves
- Only from GETHA





# 3 Essential Components of Sales Communication

1. Verbal (Words)



7%

2. Tonality (How You Speak & Expressions)



30%

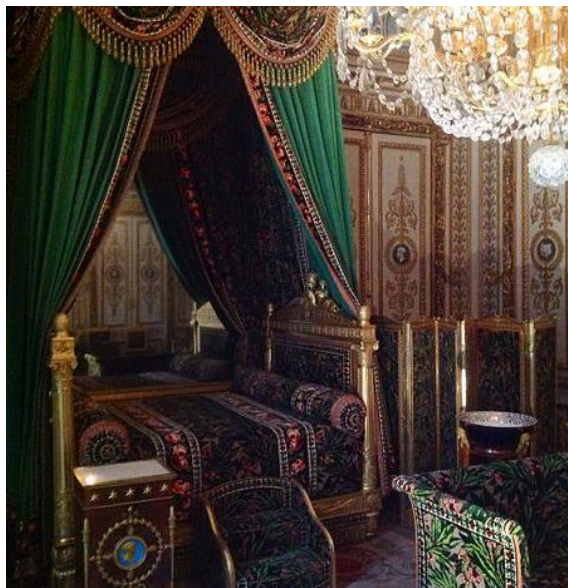
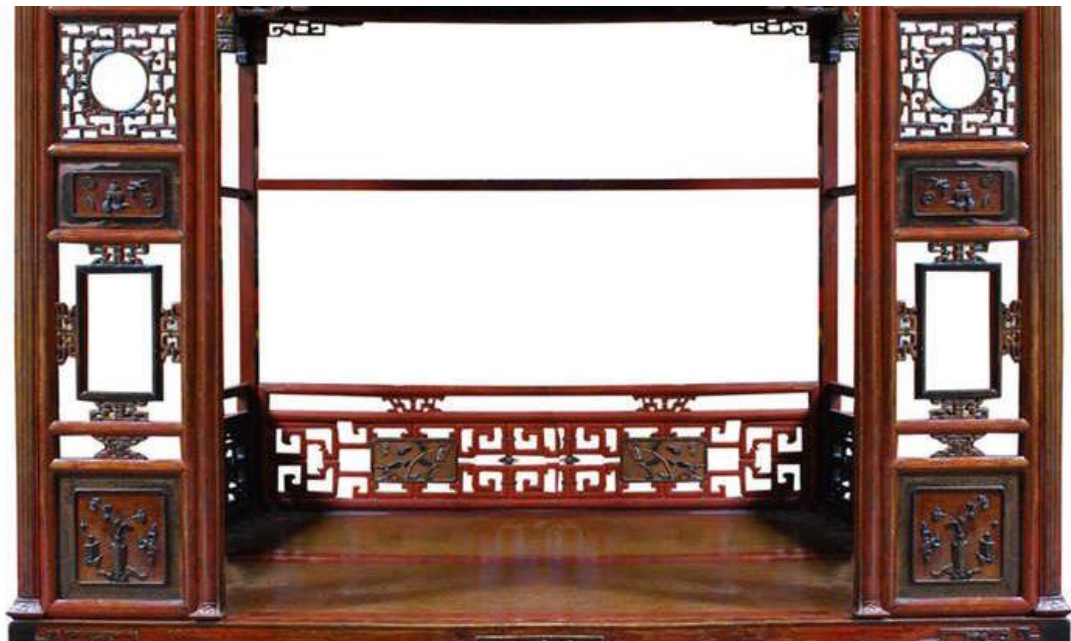
3. Who Speak (Your Character)



63%



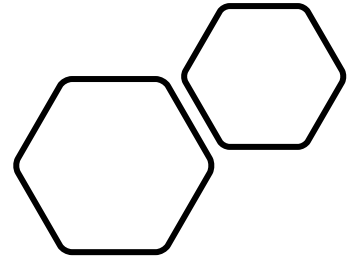




# Up-sell Stories



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**Sir Erwin Ac Ng**

Strategist PhD IMD

# 技巧篇 Skills

不要和顧客相對，而是順其意。

Do not argue with customers,  
but flow with customers.



# 技巧篇 Skills

你們賣的床褥比其他店貴

The mattress that you sell is more EXPENSIVE.

我們的產品不是貴，

Our mattress is not EXPENSIVE

而是非常嚴重厲害的貴

it is very EXPENSIVE !





# 技巧篇 Skills

好的東西不便宜，

**Good things are not cheap,**

便宜的東西未必好。

**Cheap things are not necessarily good.**

奔馳不會以靈鹿的價錢賣給你

**Mercedes Benz cannot be sold with  
Kancil's price.**



# 技巧篇 Skills

便宜的东西很难卖  
贵的东西才好卖

Cheap things are hard to sell

Expensive things are more easy to sell

人的心理：

贵的东西比较好，又有水准

Human's psychology :

Expensive things are much better,  
furthermore have standards.



# 技巧篇 Skills

解釋完畢還是不能成交

After explaining  
still can't make the deal

怎麼辦

What to do



# 呈堂篇 Presentation

## 同學搶答 有獎比賽

### Answer Competition

## First Come First Serve

8個大型個人獎



# 技巧篇 Skills

**Find out real reasons why  
customers don't buy now.**

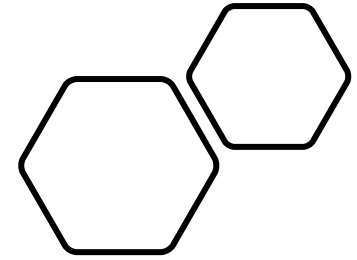
**Psychic 1 2 3**

**特能 1 2 3**





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# CEO Melissa Closing Speech



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