



*How to Apply
Sun Tzu on
Sales Strategies
-Transform You
to be The Top
Salesperson*

About YALE

YALE Consultancy Sdn Bhd is an international professional service firm in Malaysia. The organisation is a dynamic practice providing professional services in research and development, training, corporate and management consultancy and coaching to its clients. Our objective is to provide a high standard of professional practice in every field for every one of our clients.

Course Synopsis

This course is specially designed for marketing professionals, entrepreneur and business people who would like to learn on concept of sales. This module is the most important module on strategy an invaluable resource for salespeople. Whether you are a salesperson, a sales manager, or a business owner, Sun Tzu gives you the tools you need to win and keep customers. This module will inspire, motivate and give students unique, new approaches to win the daily battles of the market place. The skills from this module are equally powerful when applied to other area in business.

Contact Us

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Objectives

- To introduce to students the concept of Sun Tzu on sales strategies
- To train students to apply to the principle of Sun Tzu on sales strategies
- To equip with students method to write marketing proposal with the principle used in Sun Tzu.

Benefits

- Produce more effective ways on planning sales strategy
- Produce more efficient ways on planning sales strategy
- Build sales strategy plans

Who Should Attend

Marketers, Sales Executives, Marketing Manager, Business Consultant, Company Secretary, Academician, Researchers, Entrepreneur as well as anyone who wish to acquire in-depth knowledge in marketing

Course Method

This course is highly interactive, inspiring and packed with fun. It consists of a lively mix of group work, discussions on case studies, and practical examples.

Method of payment

Bank made payable to (please attach a copy of payment slip)
Payee Name: Yale Consultancy Sdn Bhd

Programme Outline

The lecturer concerned may start the class with a lecture of the topic. This will be followed by the class practical and case studies of the specific issues.

| Weeks | Assignments |
|----------|--|
| Day 1 | Introduction First Principle Second Principle |
| Day 2 | Third Principle Fourth Principle Fifth Principle |
| Day 3 | Sixth Principle Seventh Principle Eighth Principle |
| Day 4 | Ninth Principle Tenth Principle |
| Day 5 | Eleventh Principle Twelfth Principle |
| Day 6-14 | Practical Training on Sales Strategies |
| Day 15 | Submission and presentation |

