

# THE MOST SUCCESSFUL WORKSHOP FROM ZIG ZIGLAR

World's #1 Sales & Motivation Guru and Author of over 25 Books

## SALES GREATNESS & CUSTOMER LOYALTY

WITH ZIGLAR SALES SYSTEM

Meet global participants and learn the latest and greatest from Zig Ziglar

BANGKOK • 21 - 22 July 2010 • The Landmark Bangkok

KUALA LUMPUR • 24 - 25 May 2010 • Grand Dorsett

HO CHI MINH CITY • 27 - 28 May 2010 • Equatorial Hotel



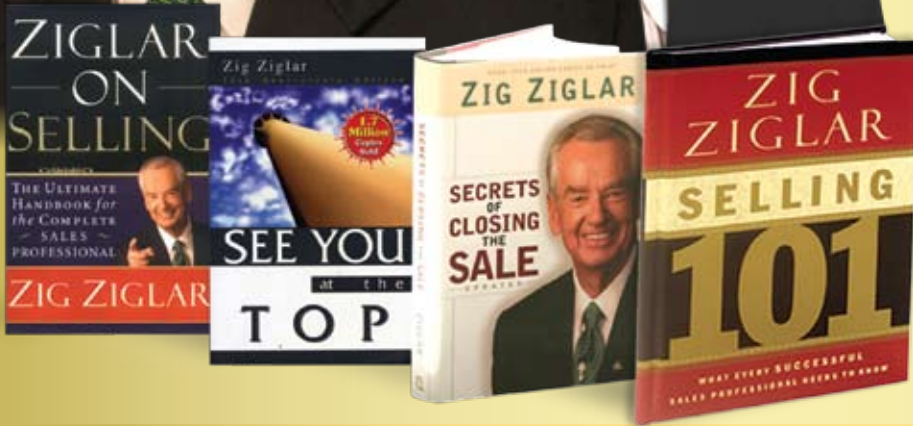
## KRISH DHANAM

ZIG ZIGLAR'S CO-AUTHOR, PARTNER,  
TOP MASTER TRAINER & DIRECTOR

LIVE IN PERSON!

“Selling is more than a profession; it is a way of life.  
Every productive person is involved in selling  
a service or a product or an idea that  
convinces others to buy in.”

- Zig Ziglar



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ITD Group is the sole partner of Ziglar Corporation in Malaysia, Thailand, Vietnam and Singapore

ITD-MEGA GURU PROGRAM LEARN FROM THE BEST TO BE THE BEST

## Achieving Sales Greatness: An Introduction from Zig Ziglar & Krish Dhanam

Ziglar Sales System provides a means for immediate and major improvements in sales performance. This training isn't about "selling" someone on a product; it is about helping the person "buy" a solution that will truly serve them.

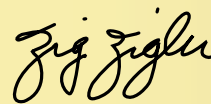
Obstacle-free selling requires collaboration. When sales professionals understand they do not sit across the table from the person they are selling to, but are actually sitting on the side of the table with their customer, collaboration takes hold. This is the missing mindset in most sales approaches.

Ziglar Sales System teaches sales performance through an easy-to-apply and powerful sales formula that is built on TRUST. This adaptable program is performance-driven and can be utilized in any industry, with any product or service. When followed and applied, sales professionals can yield tremendous results in a remarkably short period of time.

We provide you with the solution for achieving sales goals that increases revenue, shortens sales cycles, creates greater market share, increases referrals and improves sales closing ratio as well as customer relationship, satisfaction and loyalty.

We are certain that if you take action and apply what you learn in the 2 day workshop you can achieve sales greatness - TOP Sales, TOP Profit - See you at the TOP!

The best is yet to come.



Zig Ziglar



Krish Dhanam

### The Key Benefits from this Program

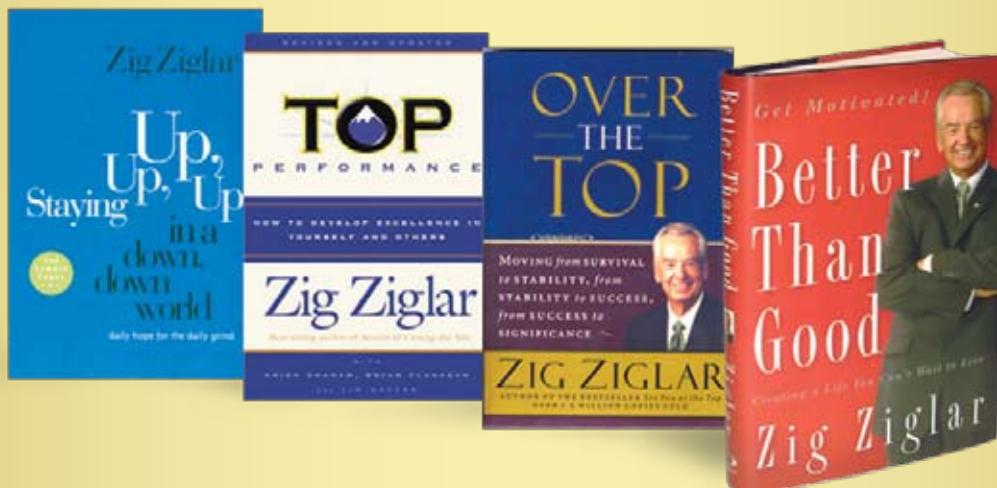
- Prospecting and lead generation strategies
- A compelling statement to get your "foot in the door"
- Techniques to increase productivity
- A systematic way to uncover needs
- A formula to find your customer's hot buttons
- Sales presentation tips that build value
- A fool-proof system to answer objection
- Examples of tried-and-true sales close
- A tool to help you quickly personalize each presentation
- Ziglar's top four most important sales principles
- Learn simple techniques to handle angry customers
- Proven methods for achieving sales greatness and customer loyalty
- Create a system of service excellence by enabling the principles of Customer Advocacy
- Negotiate, sell and serve by design and not by chance
- Comprehensive learning and reference materials

### Who Should Attend?

This program is ideal for people who sell services, products and ideas to organizations and individuals. It is especially recommended for those who want to achieve sales greatness and customer loyalty for maximum rewards.

### The Schedule for Day 1 & 2

|          |  |
|----------|--|
| 8.00 am  | Registration                                       |
| 9.00 am  | Introduction and/or Official Launching             |
| 9.15 am  | Morning Session<br>(Tea Break 10.30 am - 10.45 am) |
| 12.30 pm | Networking Lunch                                   |
| 1.30 pm  | Afternoon Session<br>(Tea Break 3.30 pm - 3.45 pm) |
| 5.00 pm  | End of Session                                     |



## What Will You Learn?

### TRUST Baseline

- Zig Ziglar's Four Selling Principles
- Overview of the T.R.U.S.T. Process
- Do you sell what customers buy?
- The difference between a sales process and a sales event
- The difference between selling a product and selling a solution
- How to uncover a customer's reasons for buying
- The easy and repeatable formula for increasing sales
- Advanced concepts for the seasoned professional

### THINK

- The importance of using a well-planned selling process (T.R.U.S.T.)
- Different methods of prospecting for customers
- Managing your leads/prospects
- Creating a general benefit statement
- The fastest and best methods for obtaining new clients

### RELATE

- The quickest ways to turn prospects into customers
- Use P.O.G.O questions
- Professional etiquette on sales calls
- Identify your sales objective

### UNCOVER the Needs

- The natural law of homeostasis and how it applies to selling
- Quickly determine unmet needs
- Discovering the prospect's reasons, benefits and criteria
- Ask criteria and benefit questions
- Move prospects off of status quo

### SELL the Solution

- Features, Functions, Benefits
- Greater value for your product or service
- Recognizing and responding to the prospect's verbal and non-verbal communications
- Sales presentation tips
- Creating a sense of urgency
- Igniting sales

### TAKE Action

- Differentiating between true and false objections
- Testing the objections
- Answer objections with C.E.T.A.A.
- The Q.U.I.E.T method of overcoming objections
- How and when to ask for the order and close the sale
- Use of trial closes

### Clinics for Sales Greatness and Customer Loyalty

- How to personalize the sales process
- Determining the best sales approach for each prospect
- In-depth practice and drill on prospecting, managing objections and closing
- Creating and understanding customer advocacy
- Defining moments of truth in every customer interaction
- Implementing process improvements to enhance value
- Knowing the difference between a real complaint and an opportunity to enhance service offerings
- Creating customer-focused plans of action that create experience enhancing moments for both the internal and external customer
- Asking the customer for improvement ideas through feedback and survey. Learning from successful companies that do an excellent job in this space

**“Every sale has five basic obstacles:  
no need, no money, no hurry, no desire and no trust.”**

**- Zig Ziglar**

## Continuous Development Option

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For continuous development, a suite of Ziglar solutions ranging from in-house workshops, train the trainer certification, coaching and consulting services, DVD and audio courses are available.

**In-house Workshops** - a highly effective international certified facilitator can come to your company at your location to deliver any of the Zig Ziglar-ITD Mega Guru Signature programs that can be tailored to suit your unique needs.

**Train the Trainer Certification** - certify trainers within your company to train many more people for Zig Ziglar-ITD Mega Guru Signature programs.

**Ziglar Vault** - when you subscribe (monthly) to the online MP3, video and audio program you will have access to the full collection of Ziglar's best audio and video programs available to you 24 hours per day 7 days per week. For more information visit: [www.zigziglar.com](http://www.zigziglar.com).

**Ziglar VIP** - a contemporary 12+16 week web based learning program with assessment and reports on action application and learning progress delivered to the employee and employer. Go to [www.zigziglar.com](http://www.zigziglar.com) for this follow up learning option.

**E-Newsletter and Free Gifts** - go to [www.zigziglar.com](http://www.zigziglar.com) and subscribe to a free newsletter that will keep you updated with latest thinking and developments. You will also receive free gifts that include an audio program plus Ziglar's Little Book of Big Quotes.

## For International Participants

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1. Special hotel room rates have been arranged. For hotel booking forms and rates please email ITD centers.
2. For optional tours you may contact our partner hotels for prior arrangement or upon arrival.
3. For travel and accommodation advice and assistance please contact the nearest ITD center.

## General Information

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1. Closing date for registration is **07 July 2010**.
2. The fees cover participation at the event, lunch, tea breaks, materials and certificate.
3. Replacements and representatives are allowed, however the fees paid are strictly non refundable.
4. In the event that any of the speaker/s have to cancel their engagement for reasons outside the control of the organizers, the organizers reserve the right to reschedule or make changes as required.

**“ To be the winner you were born to be,  
you must plan to win, prepare to win,  
take action and expect to win.”**

**- Zig Ziglar**



**“Some prospects will tell you the true objection, and some prospects will not know the true objection.”**

**- Zig Ziglar**

### **Fast Facts about Krish Dhanam**

- A well accomplished author and co-author with Zig Ziglar. The top master trainer for Zig Ziglar.
- Shared the same speaking platform with Zig Ziglar and worked in close partnership with Zig Ziglar for over 20 years.
- International Director with Ziglar Company, top company sales producer and top producing senior regional manager and VP of Sales in the USA.
- His training and speaking career has taken him to some 40 countries in the world and 45 states in the USA.
- A highly powerfully, engaging, humorous and superbly inspirational speaker.

**“It’s your attitude more than your aptitude that determines your altitude.”**

**- Zig Ziglar**

### **Fast Facts About Zig Ziglar**

- Recognized as the world’s top guru in sales and motivation.
- Written over 25 books that have been translated into over 38 languages with over 9 titles on the best seller lists.
- Trained and transformed millions of people’s lives all over the world since 1970.
- Shared the platform with such distinguished people as American Presidents Ford, Reagan and Bush, General Norman Schwarzkopf, Secretary of State Colin Powell, Dr. Norman Vincent Peale, Dr. Robert Schuller, congressmen and governors.
- Zig Ziglar’s programs and materials are preferred the world over because they are simple and yet powerful and highly practical.



# ITD-MEGA GURU PROGRAM

SALES GREATNESS & CUSTOMER LOYALTY With Ziglar Sales System

(Please make copies of this page for registration as required)

Bangkok, 21 - 22 July 2010, The Landmark Bangkok

## Event Fees and General Information

### Super Early Bird Fee

Registrations with payment before 23 Mar '10 B 19,000 USD 600

### Early Bird Fee

Registrations with payment before 23 Apr '10 B 22,000 USD 690

### Normal Fee

After 23 Apr '10 B 25,000 USD 780

### Group Registration:

Registrations with payment according to the respective dates:

| Number of Pax: | Before 23 Mar Fee Per Pax: | Before 23 Apr Fee Per Pax: | After 23 Apr Fee Per Pax: |
|----------------|----------------------------|----------------------------|---------------------------|
| 5 or more      | B 18,000 (USD 570)         | B 21,000 (USD 660)         | B 24,000 (USD 750)        |
| 10 or more     | B 17,000 (USD 540)         | B 20,000 (USD 630)         | B 23,000 (USD 720)        |
| 20 or more     | B 16,000 (USD 510)         | B 19,000 (USD 600)         | B 22,000 (USD 690)        |

### Scholarship Package

(50% of normal fee) B 12,500 USD 390

A 50% Scholarship is available to the first 30 deserving applicants. This applies only to full-time staff of non-profit or educational institutions. Awarded on a first-come-first-served basis. Documentary evidence required.

### Payment details

Payments may be made by telegraphic transfer, bank deposit or local check.

Account Name (Pay to) : International ITD Limited  
Account Number : 091-2-20951-7  
SWIFT Code : BKASTHBK  
Name of Bank : United Overseas Bank (Thai) Public Company Limited  
Bank's Address : 87/2 Room 121, G Floor, CRC Tower, Wireless Road, Lumpini  
Pathumwan, Bangkok, 10330, Thailand

Please tick:  Super Early Bird Fee  Early Bird Fee  Normal Fee  Scholarship Package

Total Number of Pax \_\_\_\_\_ Event Fees per Pax \_\_\_\_\_

Please specify if you are:  Vegetarian  Non-vegetarian

\* For Group Registrations, kindly indicate the number of participants who are Vegetarians & Non-vegetarians

Title and name: Prof/Dr/Mr/Mrs/Ms

Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mobile \_\_\_\_\_ Position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_ Signatur \_\_\_\_\_

### IMPORTANT- For Internal ITD Staff use only

Please indicate (tick) if this participant qualifies for the following gift:

"1 Free 1" Bonus for the 1st 38 Registrations

Mode of registration:

### International ITD Ltd.

3rd Floor, Mahatun Plaza Bldg., 888/199 Ploenchit Road

Lumpini, Pathumwan, Bangkok 10330 Thailand

E-mail: itdbkk@itdworld.com Fax: +662-650 9329 Tel: +662-650 9324 to 8

Replacements and representatives are allowed, however the fees paid are not refundable.

[www.itdworld.com](http://www.itdworld.com)