

# Brainstorming 12 July 2010

Lead by Jaslinah

# Sales Tracking

*(actual and target for the week)*

- Nazri 80k target 100k
- Arif 250k target 250k
- Jas 86k target 125k
- Hanif 8k target 50k
- Cikgu Huzairi 130k target 100k
- Zarif 12k target 50k
- Shohaimy
- Ju 200k target 100k
- Raimy 200k target 125k
- Baila 100k target 100k

# Traditional presentation

- Presentation
- Needs and wants
- Close sale
- Gain trust and relationship
- Service

# New method of presentation

- because the focus is not PM or you but the prospect. It is client-focused. We reshuffle the traditional presentation.
  - Gain trust & relationship – a very casual and relax. Smile and eye contact
  - Need and want
  - Presentation
  - Close sales
  - Sservice

# Training room no. 2 for next year

- W1: J with training room 1 or 2 (for monthly BoP)
- W2: A
- W3: J
- W4: A

# Obama is trained to speak with 4 styles (kinesthetic, audio, visual, digital)

- He gives hope over fear
- Project yourself as a winner –
- Use rich imagery (video, Audio, kinesthetic, olfactory (smell), gustatory (taste))
- Figurative language – metaphor (tamsilan) e.g. to explain what is unit trust, jas guna cth beli rumah. Kalau org takut nak invest. Bwa cerita anak kecil kalau tak keluar dari buai, memang tak boleh grow.
- Employ contrast

# Sales presentation

- 7% words
- 38% tone voice
- 55% body language (verbal, vocal, visual)

# 7 perkara org tak suka dgn kita – Cikgu Huzairi

- Jangan mengajar
- Don't perbodohkan prospect
- Jgn paksa (push)
- Jgn tipu
- Jgn gesa (rush)
- ....
- ....

# Announcement

- Siapa yang tertinggal borang yang klien yang dah sign during MIHAS can take it from Jasma

# Quarter 2 Review last Friday. What happens?

- Top 10 performers
  - Baila RM2,093,455
  - Arif RM1,966,000
  - Jas RM1,9XX,XXX
  - Raimy
  - Shahril
  - Farah
  - Julianna
  - Saliohodin
- NSC qualifiers so far as of June 2010: as above plus Hasimah, Wan Suzana, Mohd Nazri
- Testimony on those who qualify Dubai and promoted to AM. How you too can do that

# Buddy system – new pair

- Hafiz and Raimy
- Zarif and Nazri

# Q&A: How long it takes the EPF to convert it into cash?

- EPF will send a letter to pencarum, where their money is whether in unit trust or some where else.
- Investor don't need to do anything
- PM will automatically convert EPF investor yg dah 55 to cash scheme. They will get new account number and thus it is deemed as redemption