

**THE RIGHT ATTITUDE
TO GROW CLIENTS & SALES
IN TOUGH TIMES**

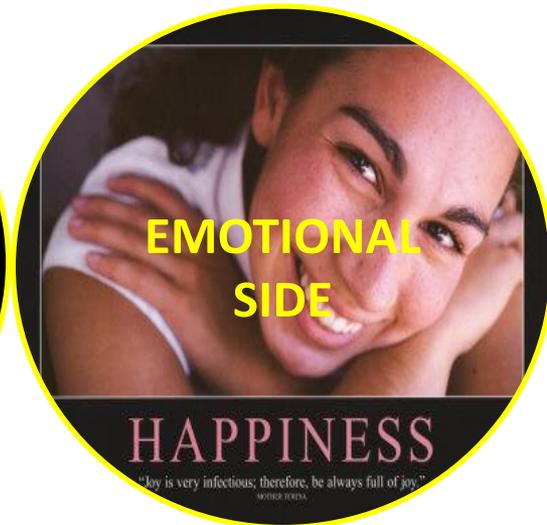
THE OBJECTIVES

- Sebagai salesman profesional, terlepas dari situasi yang serba tidak pasti, **meraih kinerja puncak tetap menjadi tanggung jawab profesionalismenya.**
- Ditengah ekonomi dan pasar yang serba tidak pasti tersebut, salesman bersama-sama manajer penjualan **mampu dan mau** :
 - *meninggalkan cara-cara lama dalam mengelola dan memasarkan serta memenangkan penjualan ditengah ketidak pastian yang tidak dapat diramalkan;*
 - *merancang kerangka strategis yang baru demi melakukan manuver yang lebih lincah ketimbang pesaing ditengah ketidak pastian yang akan berlangsung lebih lama ketimbang yang diperkirakan.*

UNCERTAIN



**INTELLECTUAL
SIDE**



**EMOTIONAL
SIDE**

HAPPINESS

"Joy is very infectious; therefore, be always full of joy."
MARTIN LUTHER KING, JR.

ATTITUDE



MOVE ON



SURRENDER

**PROBLEM YANG
DIHADAPI SALES
SAAT INI**

SELLING IN UNCERTAIN TIMES

**APA YANG
HARUS
DILAKUKAN**

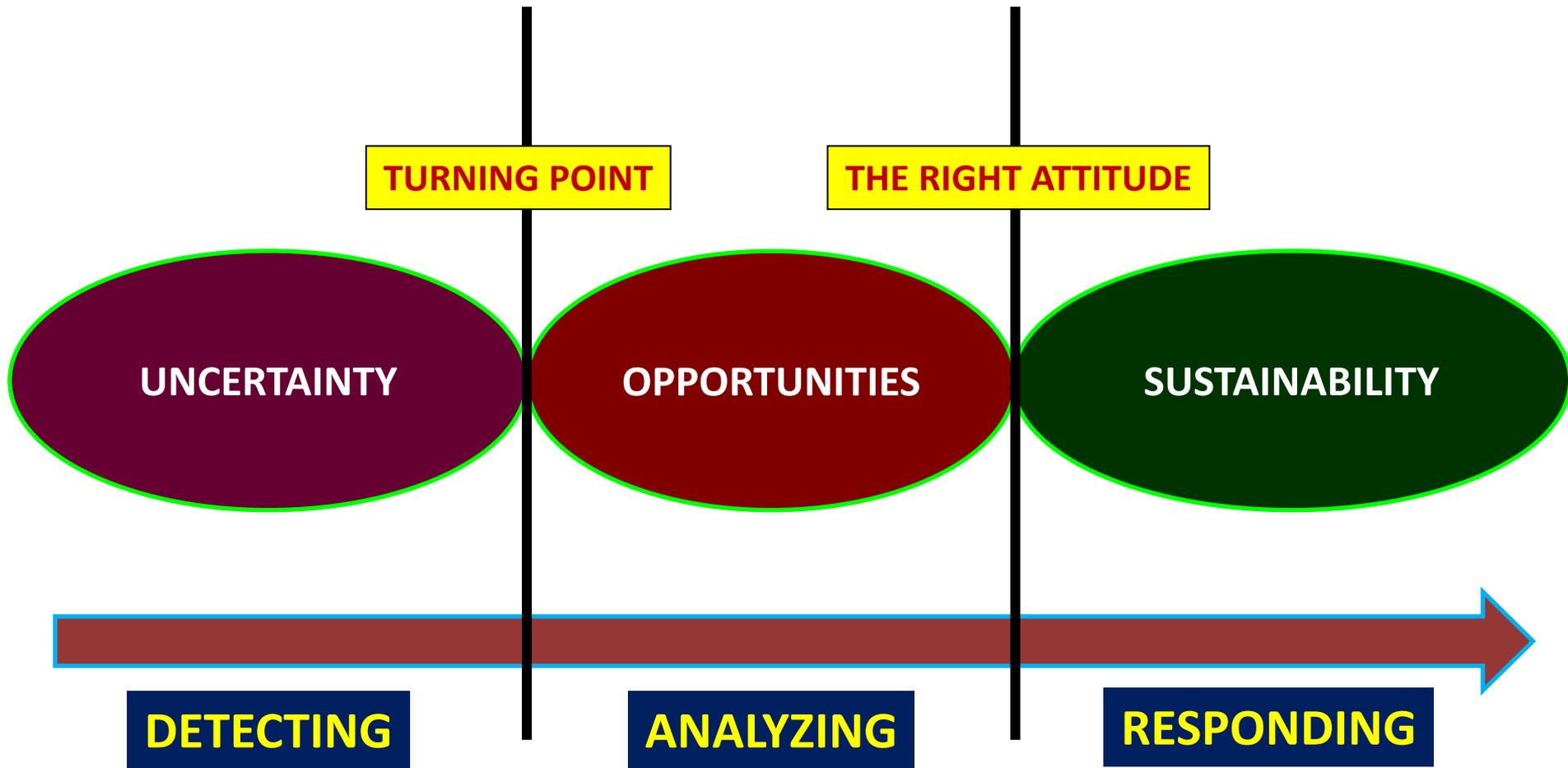
**HELP YOUR CUSTOMER FACE
BUSINESS CHANGES & CHALLENGES**

EXPLORE THE UNSEEN OPPORTUNITY

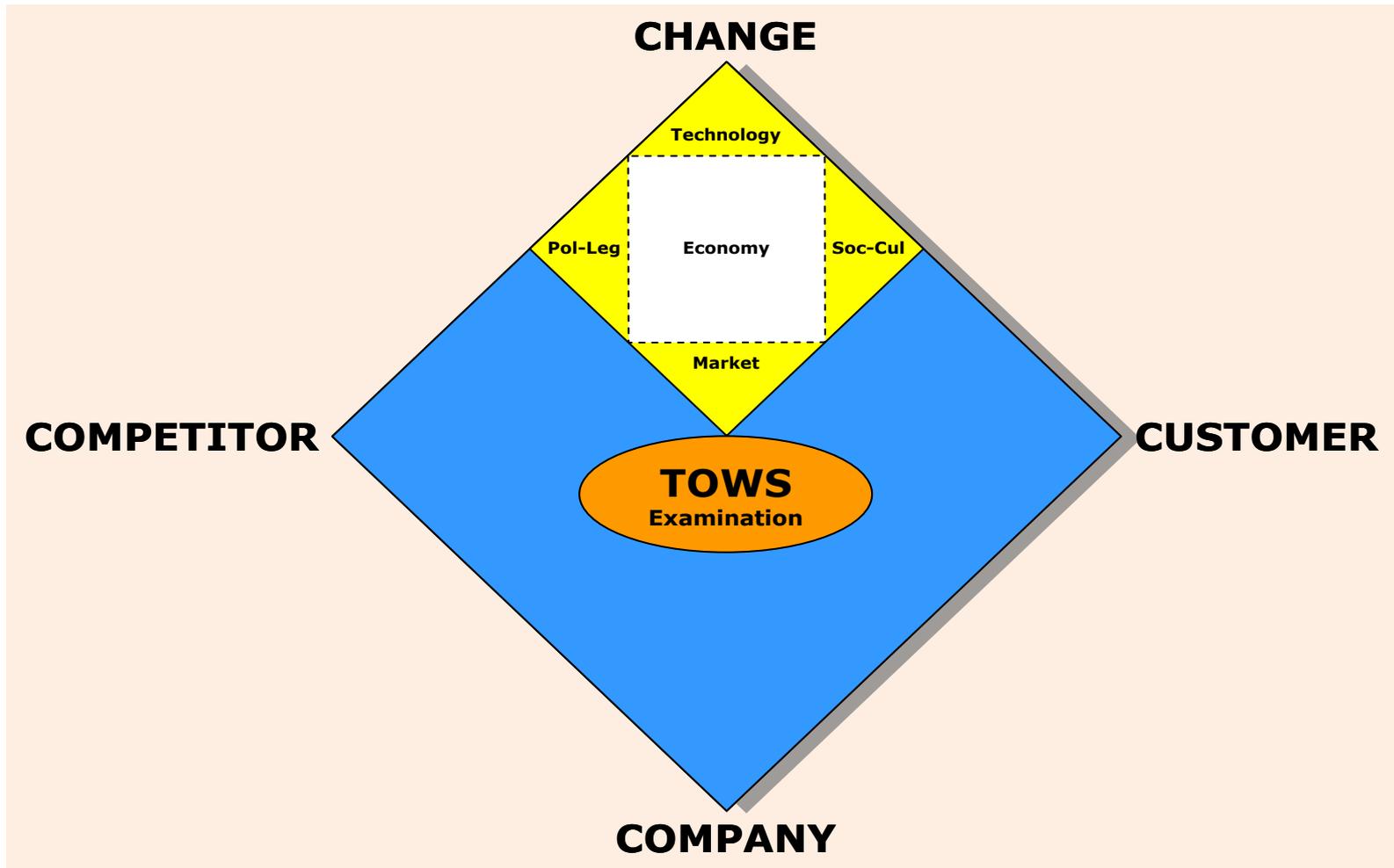
**TARGET 2017
TERCAPAI &
TERLAMPAUI**

POWER UP YOUR SALES

From Uncertainty to Sustainability



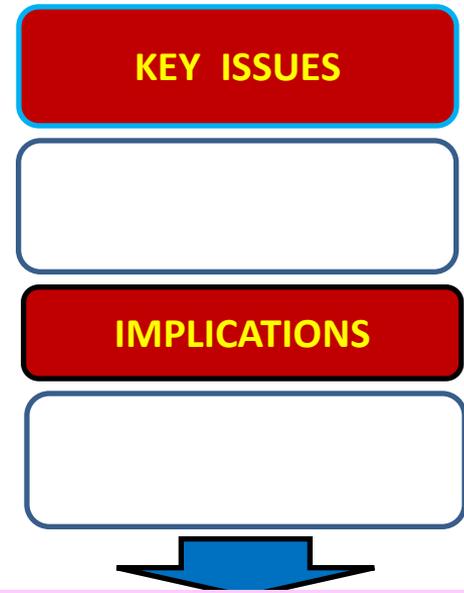
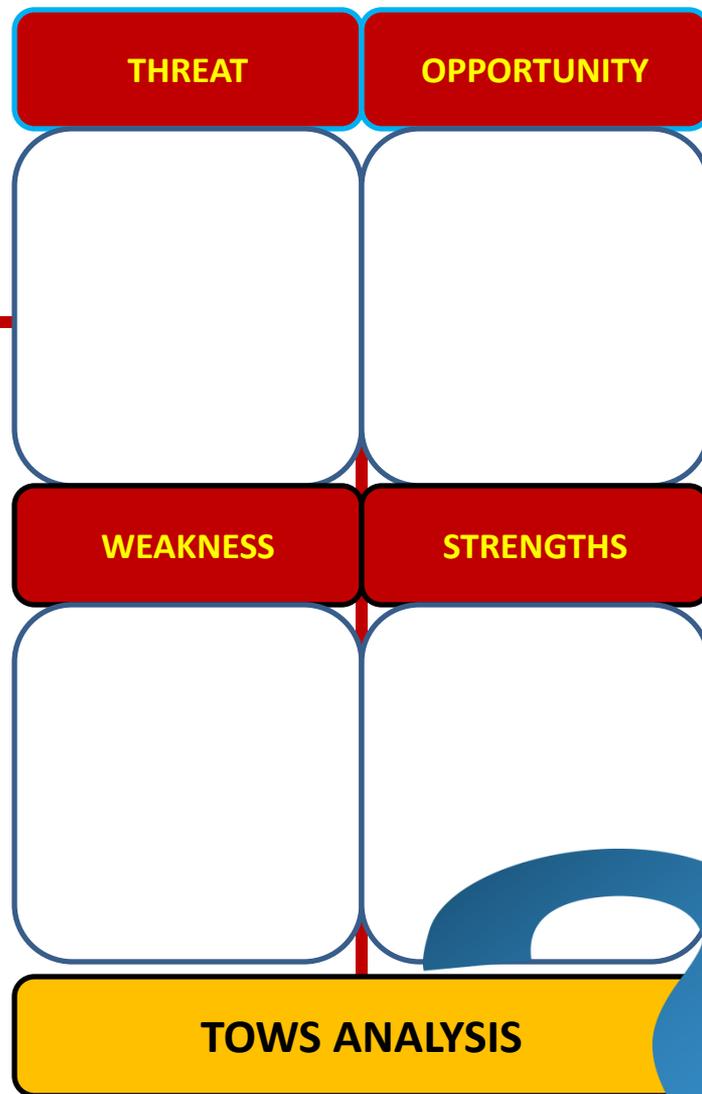
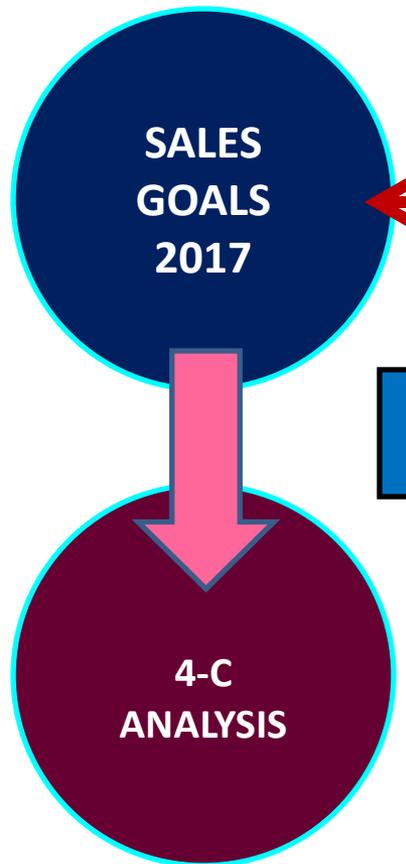
Business Landscape is Changing :



4-C DIAMOND ANALYSIS

DETECTING

ANALYZING



RESPONDING





SALES & MARKETING ALIGNMENT

OFF LINE TO ON LINE



QUALIFIED PROSPECT

CUSTOMER FOCUS

VALUE OFFERING

CREDIBILITY & CREATIVITY



FASTER

CUSTOM



SMARTER

COACH

CONTROL

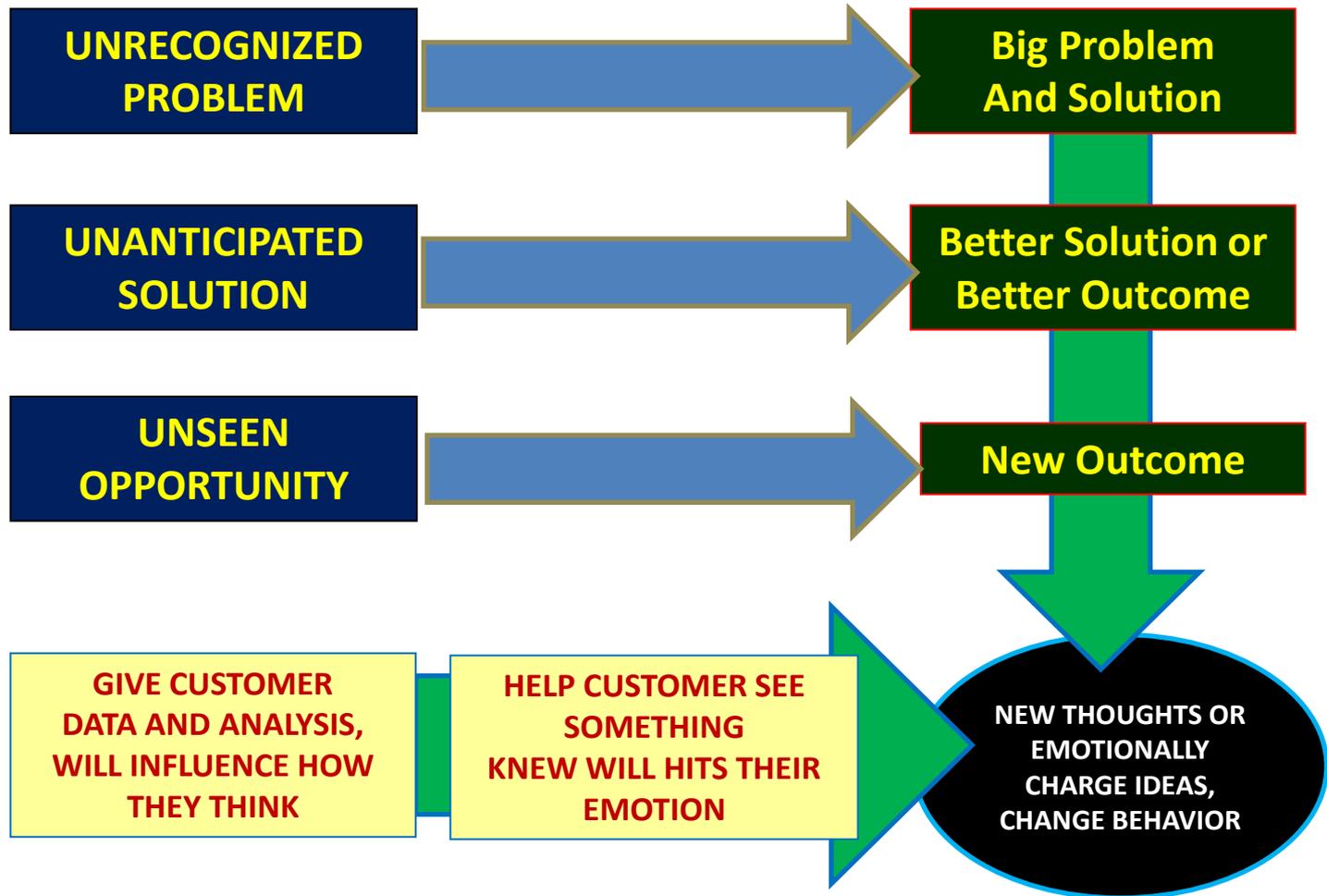


BETTER

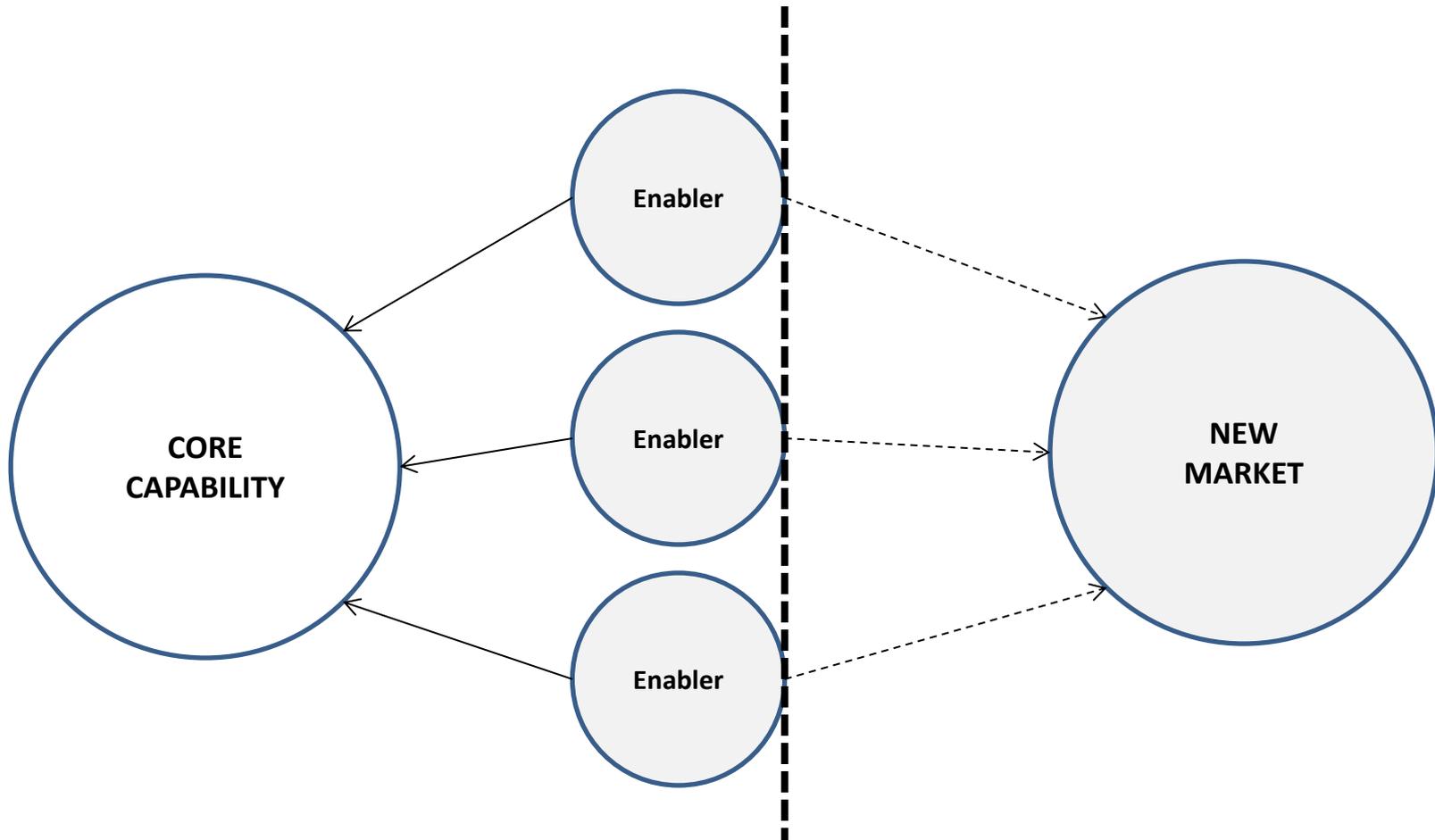
**CUSTOMER
FOCUS**

HAVING THE RIGHT ATTITUDE

EFFECTIVE CUSTOMER FOCUS CREATOR



REVELATION OF THE UNSEEN OPPORTUNITY



TO POWER UP YOUR SALES IN 2017

SUMMARY

- Uncertainty Become the New Normal
- Dare To Be Different
- Customer Focus
- Never Stop Learning
- Keep On Selling



Think
Differently

WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING
WE USED WHEN WE
CREATED THEM
-Albert Einstein

