



COURSE SYNOPSIS

Professional Selling Skills

Customer development course
for Sales Professionals

Minds & Senses Coaching Academy PLT

PREAMBLE

Selling is more than presenting a product. It requires understanding customer needs, creating value, and building trust. Sales Professionals must go beyond pitching and become problem solvers who co-create solutions. This two-day course equips participants with essential selling skills to engage customers, uncover opportunities, and drive sales success. By mastering structured sales conversations and value-based selling techniques, they will gain confidence to differentiate themselves and build strong customer relationships. Through interactive exercises, role-playing, and case studies, participants will refine their selling approach and apply proven techniques to win customers and close deals effectively.

COURSE OBJECTIVES

By the end of the course, participants will be able to:

- a) Understand the **fundamentals of business selling** and apply them in their sales roles.
- b) Shift from product selling to **value-based selling** by turning products into solutions.
- c) Analyse **customer needs**, identify **opportunities**, and **plan effectively** before customer visits.
- d) Conduct **structured sales conversations** to build trust, uncover needs, and propose solutions.
- e) Demonstrate **professional selling skills** through role-playing and real-world sales scenarios.

LEARNING OUTCOMES

By the end of the course, participants would have gained or been able to:

- a) **Describe** the fundamentals of business selling and the role of a Sales Professional.
- b) **Differentiate** between product, solution, and value-based selling approaches.
- c) **Analyse** customer profiles, business needs, and product fit to identify opportunities.
- d) **Recognise** customer buying behaviours and build trust-based relationships.
- e) **Ask** the right questions to uncover customer needs and deliver value-driven solutions.
- f) **Follow** the post-call process and plan for effective customer follow-ups.

LEARNING MODULES

Module 1: Introduction to Professional Selling Skills

- Understand the business selling evolution
- Define roles and responsibilities of a Sales Professional
- Compare product, solutions, and value-based selling
- Apply the selling pipeline – Preparation, Presentation, Progress

Module 2: Pre-call – Preparation

- Define BOS – Business, Opportunity, Solution
- Assess customer ambition and pain points
- Analyse customer needs and product fit
- Develop a compelling value proposition
- Present a customer BOS case study

Module 3: In-call – Presentation

- Apply CUP – Connection, Understanding, Proposition
- Building credibility, trust, and rapport
- Identify product opportunities
- Present business cases and comparisons
- Practise structured sales conversations

Module 4: Post-call – Progress

- Use a sales follow-up checklist
- Develop a personal action plan
- Summarise key learning and takeaways

LEARNING METHODOLOGY

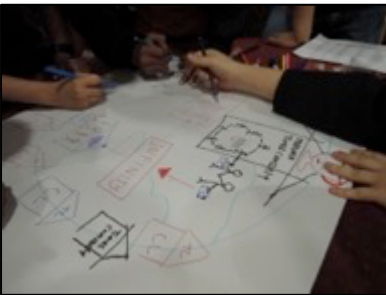
This instructor-led course combines experiential learning techniques, including facilitated discussions, sales case studies, structured exercises, and role-playing practice.

WHO SHOULD ATTEND

Sales Advisors, Sales Representatives, Sales Executives, Sales Managers, Key Account Executives, and professionals involved in business-to-business sales.

HOW WE DELIVER HIGH-IMPACT LEARNING

Our learning methodologies are highly interactive and designed to drive measurable transformation. We combine **one-on-one coaching**, **group facilitation**, **hands-on training**, and **digital learning resources** to ensure a dynamic learning experience that leads to real-world application.



OUR CLIENTS & PARTNERS

We have worked with **leading global and regional organisations** across diverse industries, delivering impactful leadership and salesforce development programs.



CLIENT SUCCESS STORIES

Here's what our clients say about their transformational experiences:

“We were delighted to partner with Simon in the creation of the coaching program. He was able to bring his passion and expertise for coaching into our business and work alongside our Head of L&D to bring all the principles of coaching to help construct powerful frameworks and tools, giving us a sustainable, scalable solution to internal coaching certification.”

Chief Executive Officer, Evolution Wellness Holdings Pte. Ltd.

“Thank you for facilitating various training programs for our sales team and key distributors. It has given the sales team a good basic fundamental understanding of their roles and what they can do to make a difference in the business. Well done.”

General Manager SEA, AB Mauri

“Simon, thanks for bringing my team to the next higher level of sales success. It's our pleasure to have you as our partner!”

General Manager, BAKELS Malaysia

“Thank you for co-designing & delivering a successful ‘D&I’ program for us. We love your dedicated approach to program design & delivery. I personally like the way you teach and demonstrate effective ways of connecting difficult conversations with coaching solutions. The learners now are not only get to learn what and how coaching helping them every day, but also embracing the value of being Coach-Leaders to their people and the Organization.”

Organization Development Manager, Samsung Electronics Malaysia

“Being an experienced coach, Simon was able to gain my trust quickly and thus delve into my inner self and how to mitigate my negative feelings. I am now a better person and feel better.”

Vice President, Rubber Cluster Services of FGV Holdings Berhad

“Thanks a lot, Simon. Your coaching sessions helped me learn coaching skills systematically. I'm glad to see my young engineers have improved their technical competencies and independence at work.”

Engineer Manager, Infineon Technologies Kulim

“My team has portfolio growth despite pandemic. Done pretty good for cross-selling and have a stable team with no resignation in 2020. Many thanks to your coaching which helps me see from the satellite.”

Senior Vice President, Marsh Insurance Brokers (M) Sdn Bhd

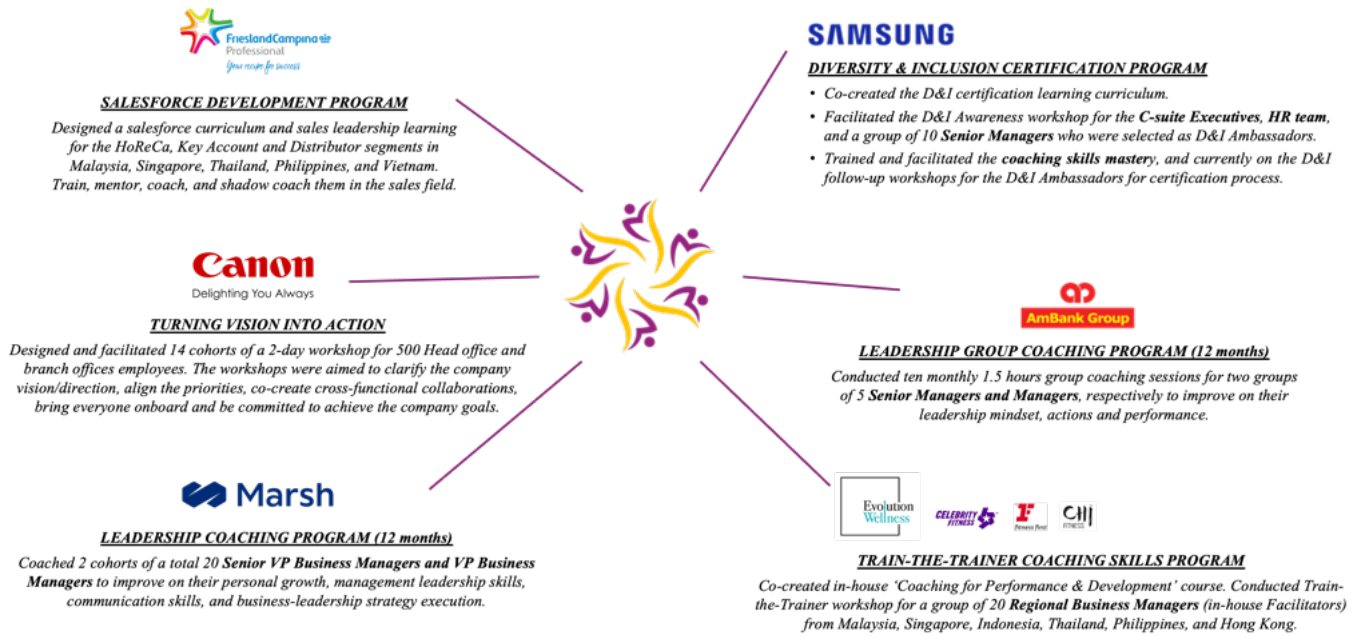
“Simon is a very mindful and systematic coach. I've enjoyed my sessions. Simon helped me to crystalise some of the ideas I have.”

Senior Manager of Camera & Commercial Printing Division, Canon Marketing (M) Sdn Bhd










“Simon is very good at leading me to think and kind to share real-life experiences to make my learning more meaningful and fun.”

Acting Head of CS, Samsung Malaysia Electronics (SME) Sdn Bhd

OUR IMPACTFUL DEVELOPMENT PROGRAMS



PRACTICAL TOOLS FOR LEADERS & SALES PROFESSIONALS

 <p>Strategic Leadership Compass (competency assessment included)</p> <p>Grab Your Copy</p>	 <p>The Sales Leader's Playbook (strategies for leading a high performance team)</p> <p>Get the Playbook</p>	 <p>G.R.O.W. to Lead: Sales Coaching for High Performance</p> <p>Get the Guide</p>
 <p>战略领导力指南针 (附带能力评估)</p> <p>获取您的副本</p>	 <p>销售领导者的攻略手册 (领导高效团队的策略)</p> <p>领取您的手册</p>	 <p>G.R.O.W. 领导之道: 销售教练迈向高绩效</p> <p>获取您的指南</p>
 <p>The Sales Manager's First 90 Days (90 days checklist included)</p> <p>Claim Your Copy</p>	 <p>60 Lead with Purpose Missions (900 coaching questions included)</p> <p>- Available Soon -</p>	 <p>60 Lead with Purpose missions (900 coaching questions + complimentary e-book)</p> <p>Get Started</p>

TRAINER PROFILE

Simon Yap

Sales Leadership Coach

Certified Trainer, Facilitator, Coach Trainer



Simon Yap is a distinguished **Sales Leadership Coach, Certified Trainer, Facilitator, and Training Evaluator**, holding the prestigious **Professional Certified Coach (PCC)** credential from the International Coaching Federation (ICF) USA. He was awarded the **Best Executive Coaching Provider** at the HR Vendors of the Year 2019 Awards by Human Resources Online Magazine Singapore. He was also featured in Britishpedia as one of the **Successful People in Malaysia & Singapore** 6th edition, 2024. With over 2,000 coaching hours, Simon has been instrumental in the growth and development of C-suite executives, heads of departments, segment leaders, and high-potential talents.

Simon's specialisation in business-to-business (B2B) sales and leadership coaching began during his tenure at Unilever Foodsolutions Asia in 2005. In his role as sales capability development lead for the SEA region, he collaborated with Country Heads, Sales Directors, and Sales Trainers to develop and execute leadership and salesforce strategies. His extensive training, coaching, and mentoring of sales managers and trainers spanned across Malaysia, Singapore, Indonesia, Thailand, Vietnam, and the Philippines.

Bringing over 20 years of experience in SME and MNC sectors, Simon's background includes chemical sales, training consultancy, direct sales, pharmaceutical, and food service industries. His diverse corporate experience in sales, business development, training, consultancy, human resources, and coaching enables him to adeptly guide clients through change management processes and overcome adversities to achieve outstanding performance. His sought-after programs encompass **Value-based Selling, Coaching for Performance & Development, Turning Vision Into Action, one-on-one, team and group coaching, and Train the Trainer program aimed at developing in-house coaches.**

Simon has served a broad client base, including food service, FMCG, insurance, healthcare, pharmaceutical, fitness, business services, industrial products, government-linked companies, and non-profit organisations. Some of his clients include FrieslandCampina Professional APAC and China, Mamee Food Service, KitchenAid Asia, URC Snack Foods, Canon Marketing, Samsung Malaysia Electronics, Marsh Insurance Brokers, HSBC, Ambank Group, and Fitness First Asia.

Coaching, facilitation, and training are Simon's passions. He loves what he does.



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