

BUSINESS LEADERSHIP FOR THE NEW ECONOMY



POWERUP



BUSINESS LEADERSHIP FOR THE NEW ECONOMY

THE FUTURE OF SELLING THE FUTURE OF SELLING THE FUTURE OF SELLING

OVERVIEW

The world we live in has changed tremendously in the recent times. Organizations are now overwhelmed with the challenges of the new world order. They are scrambling to adapt and redefine their business models.

Are you ready for the new economy? Is your organization, business model, staff-force, and culture able to maximize the local and international market opportunities in this disrupted world?

Equip yourself and your senior management team in this Masterclass session with International Business Transformation Expert and Global Coach, Raymond Phoon, and walk away with practical and proven strategies to take your business to the next level.

Gain valuable business and leadership insights from actual case studies and start applying them immediately with the help of relevant success templates that are provided with this highly interactive program.

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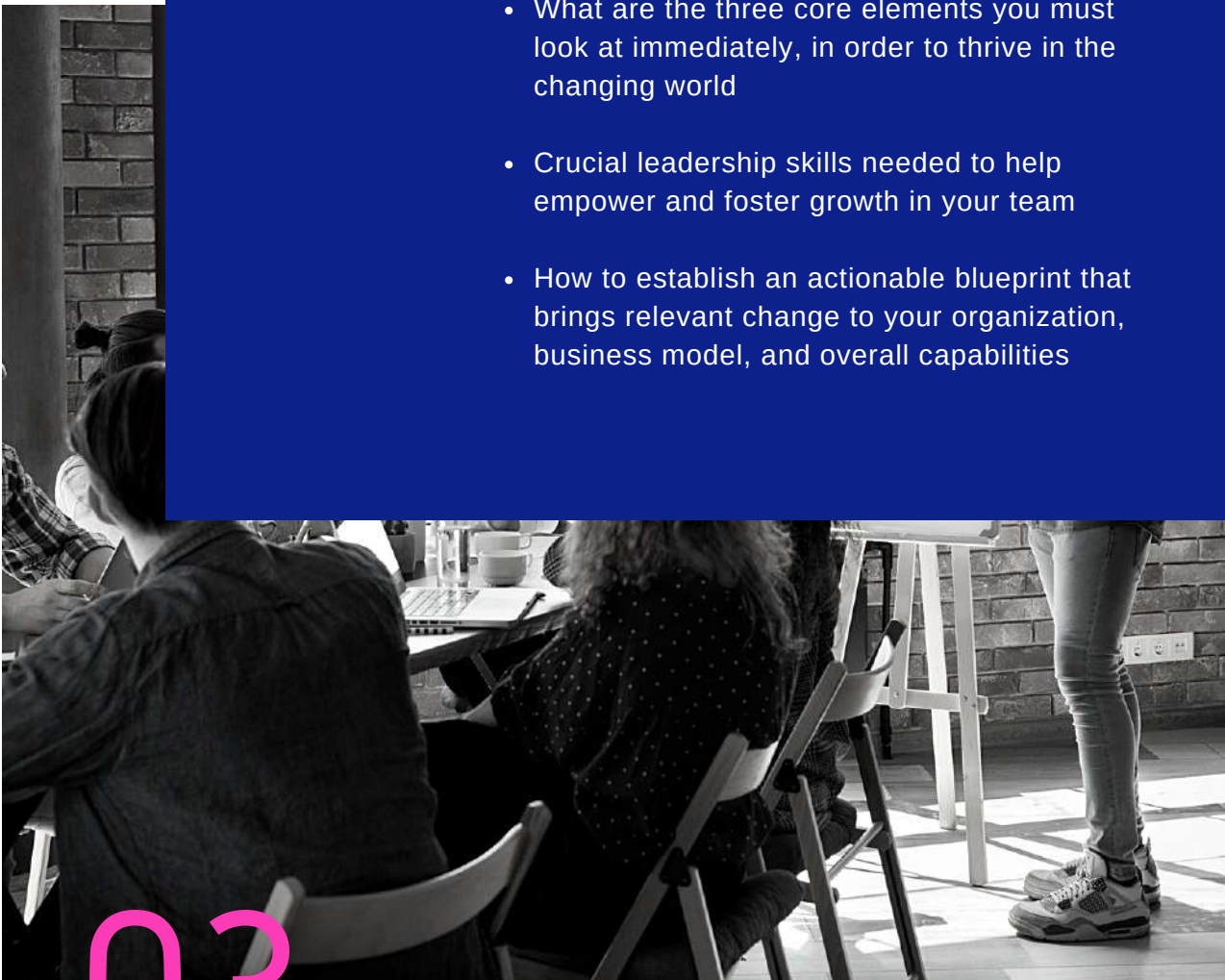




THE FUTURE OF SELLING THE FUTURE OF SELLING

YOU WILL LEARN THE FOLLOWING:

- What is the 'New Economy'? How has it drastically changed the way business is done, both locally and internationally?
- How disruption displaces an existing market, industry, or technology, and produces something new, more efficient, and worthwhile
- What are the three core elements you must look at immediately, in order to thrive in the changing world
- Crucial leadership skills needed to help empower and foster growth in your team
- How to establish an actionable blueprint that brings relevant change to your organization, business model, and overall capabilities



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DAY 1 PROGRAM OVERVIEW

01

Module 1: Understanding the New Economy and Leveraging Your Business Development Strategies

- What is the New Economy and Its Implications
- How to Get Your Organisation and Your People Ready
- What Should Success Look Like in the New Economy

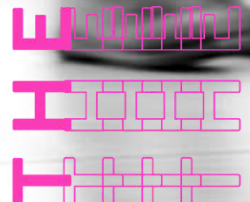
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Module 2: Disruption is the Norm of the New Economy in the Global Market

- Why We Should Care about Disruption
- Utilizing and Leveraging the Disruption Innovation Model
- Product Performance vs. Time vs. Business Proposition
- Entrant vs, Incumbent Trajectory Modeling

03

Module 3: International Case Study - Making the Big Decisions





DAY 1 PROGRAM OVERVIEW

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04

Module 4: Growing Your Enterprise Internationally in the New Economy

- The New Economy SWOT Base-line
- Digital Modeling Your Business
- Attractive Large-Scale Business

05

Module 5: Digital Media Strategies for Developing Business without Borders

- Social Media Enterprise Credibility Index
- Engagement Media for the Enterprise Case Study
- Best Practice Checklist for Digital Media Enablement

05

DAY 2 PROGRAM OVERVIEW

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Module 6: Developing a Leadership Coaching Culture

- Developing a Culture of Openness and Inclusiveness
- Demonstrate a Facilitative Leadership to Inspire a Solution-Focused Mindset
- Build Trust and Respect to Sustain Personal and Organizational Drivers

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Module 7: Competency Building in People Management

- Competency Building for Leadership Growth
- New World Performance Management System
- Performance Feedback for Individualized Focus and Growth

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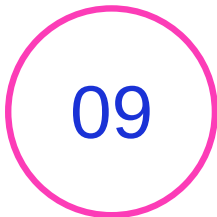
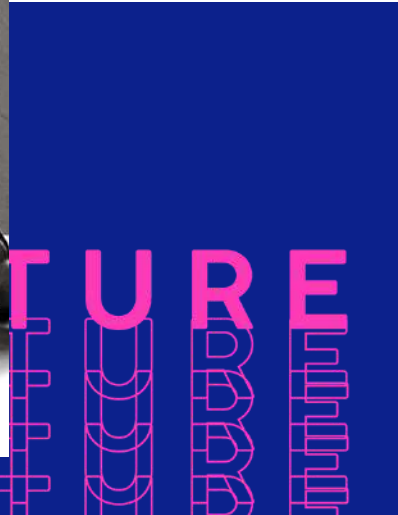
Module 8: Achieving Operational Excellence for Sustainable Growth

- Operational Excellence and Why it is Important for Business Growth
- Strategies for Achieving Operational Excellence
- Leadership Roles in Achieving Operational Excellence

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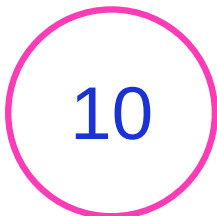


DAY 2 PROGRAM OVERVIEW



Module 9 : Empowering Leadership Succession through Intrapreneurship

- V.U.C.A. Leadership Enriched Culture for the New Economy
- Leadership Vital Signs Assessment Trial (Motivation, Teamwork, Execution, Change & Trust Matrix)
- Intrapreneurship Culture Transformation Blueprinting



Module 10 : Organizational Development Strategies and Enterprise Wide Next Steps Action Plan

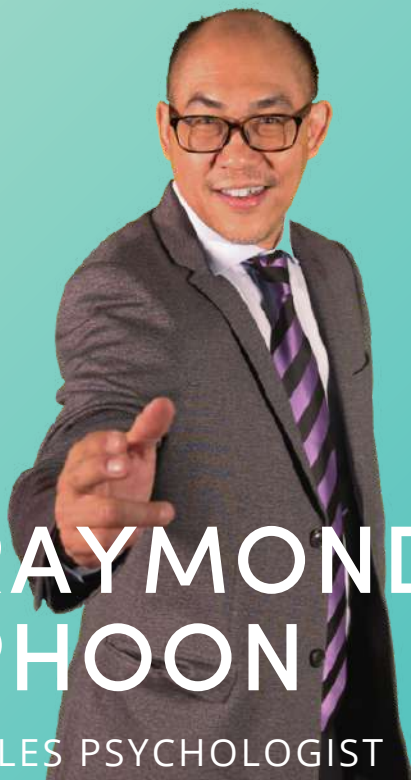
THE FUTURE OF SELLING

JOIN OUR MASTERCLASS AND OUR
NETWORK OF LIKE-MINDED
PROFESSIONALS AND BE READY TO

**SHAKE UP
REIMAGINE
CHANGE
RESET
REINVENT
CHALLENGE
DISRUPT
INNOVATE
& RATTLE!**



POWERUP



RAYMOND PHOON

SALES PSYCHOLOGIST
GLOBAL SALES COACH

RECOGNITION & SERVICE

- Global HR Excellence Award
- Certified Speaking Professional
- Past President, Malaysia Association of Professional Speakers
- Regional Director, Sales & Marketing Institute

ACCREDITATION

- Master Trainer & Coach, Six Disciplines of Breakthrough Learning
- Master Trainer, TTT/iTOL (UK)
- Associate Certified Coach, International Coaching Federation
- Certified Advanced Practitioner, 6 Seconds, USA

WHY WORK WITH RAYMOND?

Ray works with professionals and market-leading organizations to develop bulletproof sales strategies that drive breakthrough results across Asia.

A result of over USD 15 billion of incremental revenue has been recorded for Ray's clients so far. His best Sales Keynotes, Training, and Sales Transformation Solutions have helped revolutionize the Selling, Negotiation, Objection Handling, and Closing Skills of aspiring sales teams, spanning over 20 industries.

WHO IS RAYMOND PHOON?

SALES PSYCHOLOGIST | GLOBAL SALES COACH

Raymond Phoon is an Author, International Keynote Speaker and Business Transformation Expert with an extensive background in the areas of sales, marketing, leadership, and business within the Technology, Financial Services, and FMCG industries across the globe.

He is the CEO and Founder of the PowerUpSuccess Group. He is also an accomplished business development expert, having amassed more than 28 years of solid management, marketing and selling experience in various position of leadership, consulting & people development capacities with leading brands all over the globe.

Raymond is also an accomplished Certified Virtual Presenter, with over 10 years of experience in delivering online engagements.

His prized solution, The Sales Star Inventory Toolkit is currently used in over 17 countries and have impacted over 120,000 participants, allowing them to discover industry specific sales strategies that bring change and powerful business results. He also is the author of The DNA of a Sales Superstar and Success Guide 2.0.

Awarded as among the top 15% accredited speakers in the world, Raymond is a regular feature at business conventions, world-class forums, business shows and industry publications, as well as a decorated business coach to many Fortune 500 organizations. Utilizing cutting edge sales optimization solutions, he works with professionals and market leading organizations to develop bulletproof strategies that drive breakthrough results.

RATIONALE FOR CHOOSING RAYMOND PHOON FOR YOUR PROGRAM/EVENT

Raymond Phoon is the most suitable speaker and coach to deliver the results you need and the impact you expect because of his years of successful sales experience as well as being the Sales & Leadership Guru for leading companies like BMW, Volvo, Jaguar, AGFA, DHL, CISCO, NESTLE, Bausch & Lomb DELL, ABB, BOSCH, HP, Singtel, BASF, AIA, DIGI, AXA Insurance, Maybank, MSIG, Citibank, OCBC, Tokio Marine, Great Eastern, Public Mutual, AIG, Tawuniya Insurance, RHB, CIMB, and many more.

His in-depth knowledge of the specific industries, lingo and challenges about the competitive business landscape enables him to deliver dynamic, high impact, results driven and relevant program for these fast moving industries.



THE FUTURE
OF SELLING

POWERUP
Empowering Businesses. Transforming Lives.



**INTERESTED IN JOINING
THE PROGRAM?**

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