



YOU CAN **SELL BETTER** IN 2026.

Practical Sales Training Programmes That Drive Better Conversations and Results.

Designed for B2B, B2C, and Retail Sales Teams.



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A Simple Way to Think About Selling Today.

Selling today is more complex: customers are better informed, more selective, and more price-sensitive.

When sales results stall, it's rarely about effort. More often, it's about **clarity, structure, and the right conversations.**

To help organisations sell better in 2026, we use a simple guiding structure called the **Sales Growth Enablement Framework.**

1. Demand & Visibility

How customers discover you, respond to your marketing, and enter conversations.

2. Sales Conversations & Messaging

How your teams communicate clearly, engage customers, and explain value.

3. Value, Trust & Deal Progression

How conversations move forward, value is positioned, and decisions are made, without relying on discounts.

4. Growth, Retention & Leadership

How results are sustained through customer success, account growth, and effective sales leadership.



How to Read This Programme Guide.

This guide presents **five flexible, practical sales training programmes**.

Use them **individually or in combination**, based on your organisation's priorities and challenges. There is no required order; each programme targets a specific stage of the **Sales Growth Enablement Framework**.

Applying the Programmes to Your Organisation.

- You can select one programme to address an immediate sales challenge.
- Combine multiple programmes to build a structured sales development roadmap.
- Customise programmes for B2B, B2C, or retail environments based on how your customers buy and make decisions.

The following pages provide a closer look at each programme, including its focus, outcomes, target audience, and customisation options.





1) Marketing-Led Sales Growth.

Using AI to Generate Leads and Sales Conversations

Marketing is active, campaigns are running, yet enquiries stay inconsistent, and conversion remains stubbornly low. This programme helps retail and B2C teams turn **marketing activity into sales conversations**. Participants learn practical, AI-supported ways to attract the right customers, spark responses, and help frontline teams convert chats, walk-ins, and enquiries into revenue.

Key Outcomes:

- Generate more relevant enquiries across walk-ins and online channels.
- Use AI to create promos, messages, and content that customers respond to
- Align marketing work with what helps sales close
- Focus on conversion drivers, not just visibility

Target Audiences:

- Retail & frontline sales teams
- Marketing teams supporting consumer businesses
- Business owners managing marketing + sales

Industry:

- Retail (fashion, electronics, lifestyle, FMCG)
- Consumer services (education, fitness, beauty, healthcare)
- Hospitality and service businesses
- B2C SMEs with frontline teams





2) Sales Messaging That Wins Conversations.

Storytelling & Presentation Skills for Sales Teams

Great products don't sell themselves; clear communication does. Many sellers explain too much, too technically, or in a way that doesn't connect with customers. This programme builds messaging and presentation skills that help customers **understand fast, stay engaged, and respond confidently** across retail counters, online meetings, and B2B discussions.

Key Outcomes:

- Explain products/services in a clear, customer-friendly way
- Structure two-way conversations (not long monologues)
- Use simple storytelling to link needs to solutions
- Adapt messaging to different customer types and decision-makers

Target Audiences:

- Frontline sales staff / retail promoters
- Sales executives / business development / sales engineers / technical consultants
- Account managers / customer-facing teams

Industry:

- Retail & consumer businesses
- Engineering & manufacturing
- Technology & SaaS
- Professional / service-based industries





3) Turning Sales Conversations into Closed Deals.

A Practical Sales Process for Selling, Negotiation, and Closing

Many conversations start strong, then stall at “let me think about it.” Deals drift, discounts show up too early, and follow-ups go nowhere. This programme equips teams with a **practical sales process to move from interest to commitment**. Participants learn how to guide decision-making step by step, handle hesitation, negotiate professionally, and close without sounding pushy.

Key Outcomes:

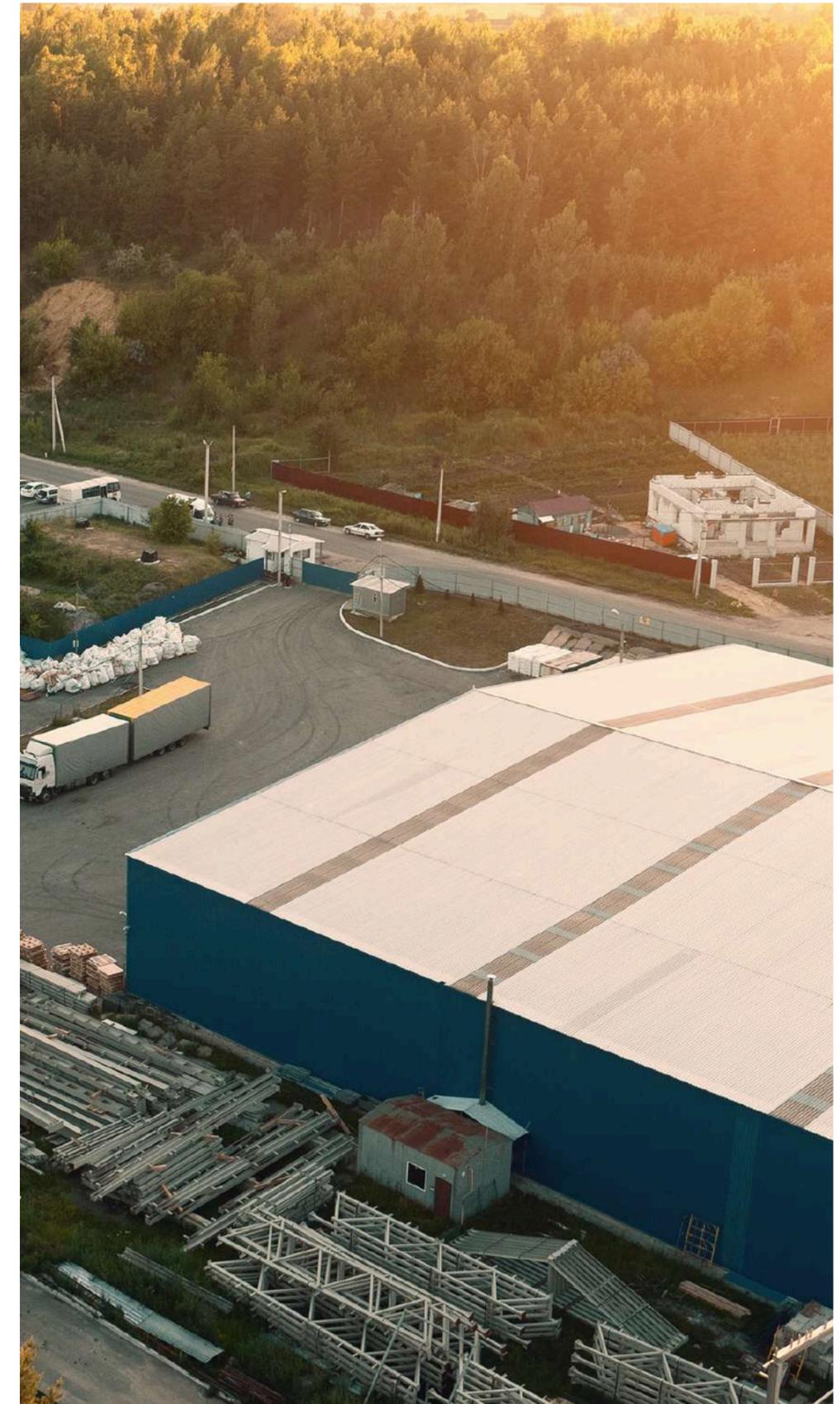
- Use a simple process to move from first contact to decision
- Spot buying signals and progress conversations at the right time
- Handle objections and hesitation with confidence
- Negotiate without defaulting to discounts
- Close deals in a helpful, professional way

Target Audiences:

- Sales executives / business development
- Sales engineers / consultants
- Account managers handling follow-ups and negotiations

Industry:

- Engineering & manufacturing
- Technology & SaaS
- Professional / service-based industries





4) Selling on Value, Not Price.

How to Win Deals Without Discounting

Price pressure is constant, and discounting becomes a habit. Customers compare options, push for lower prices, or delay decisions even when your solution is better. This programme helps sellers confidently shift the conversation from **cost to value**. Participants learn to differentiate, justify pricing, and guide customers toward decisions based on outcomes rather than price alone.

Key Outcomes:

- Explain value clearly and justify pricing with confidence
- Reduce unnecessary discounting and protect margins
- Shift “price comparison” into value-based decision-making
- Respond to price objections calmly and professionally
- Help customers decide based on impact, not cost

Target Audiences:

- Sales professionals / account managers
- Sales engineers / consultants
- Business owners / entrepreneurs

Industry:

- Engineering & manufacturing
- Technology & SaaS
- Professional / service-based industries





5) Coaching Sales Teams for Results.

Developing Sales Leaders as Effective Coaches

Sales managers are often promoted for hitting targets, seldom for coaching capability. Without a coaching approach, leaders end up firefighting, chasing numbers, and telling people what to do. This programme develops sales leaders to coach with **structure, clarity, and accountability**, so performance improves consistently through better conversations, not micromanagement.

Key Outcomes:

- Coach team members using structured coaching conversations
- Improve performance through guidance, not constant instruction
- Diagnose skill gaps and coach toward improvement
- Build accountability while maintaining trust and motivation
- Establish a coaching rhythm that sustains long-term results

Target Audiences:

- Sales managers / team leaders
- Senior sellers moving into leadership
- Business owners managing sales teams

Industry:

- Engineering & manufacturing
- Technology & SaaS
- Professional / service-based industries
- Retail and consumer businesses with sales teams



Other Offerings.



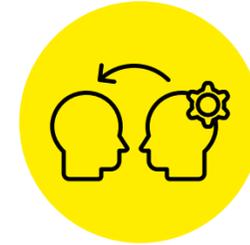
Keynote Speaking.

Transform Your Event with Engaging and Impactful Keynotes.

Duration: 60–90 minutes

Transformative Topics That Deliver Results:

1. The New Game of Selling: From Pushy to Trusted.
2. Sales Leadership 2.0: From Managing Targets to Building Teams That Win.
3. When Marketing Meets Sales: Bridging the Gap That Builds Revenue.
4. Stop Competing on Price: Sell Your Value with Confidence.



Coaching.

Achieve Tangible Growth with Our Certified Coaches. Tailored **one-on-one** and **group coaching** sessions designed to accelerate growth.

1. Sales Coaching :

Equip your sales team with proven strategies to increase conversions, optimise follow-up systems, and close more deals.

2. Executive Coaching:

Empower leaders to make better decisions, foster stronger teams, and drive business success.

3. Business Coaching:

Create a clear business strategy, streamline operations, and position your company for long-term growth.

Sales Behaviour & Competency Diagnostic.

A clarity tool to guide sales development and leadership decisions



The Sales Star Inventory (SSI) is a diagnostic tool used to create clarity before decisions are made. It helps leaders and sales professionals understand how selling actually happens, where strengths lie, and where development will have the greatest impact.

● **What SSI Looks At.**

SSI provides insight across three key areas:

A) Sales Disposition

- How a salesperson naturally approaches selling and customer conversations.

B) Sales Competency

- Observable strengths and gaps across key sales activities such as prospecting, closing, resilience, and handling challenges.

C) Motivation & Values Drivers

- What internally drives behaviour, energy, and persistence, especially under pressure.

● **Who SSI Is For.**

1. Sales Leaders & Business Owners

- To guide and coach sales teams with clarity rather than assumptions.

2. Sales Professionals

- To understand strengths, blind spots, and development focus.

3. Hiring & HR Decision Makers

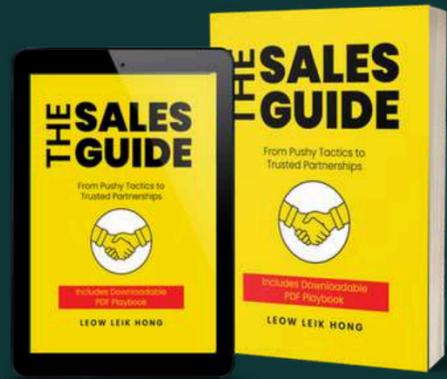
- To assess sales role fit and reduce execution and mis-hire risk.

● **SSI can be used:**

- As a standalone diagnostic to create clarity and start meaningful conversations.
- Before sales training, to prioritise focus areas.
- During coaching, to guide personalised development.
- For hiring and onboarding, to understand fit and capability early.

*SSI may be used on its own or integrated into selected DPC programmes, depending on client needs.

****SSI is not a self-serve assessment.** All SSI engagements begin with a discussion to determine relevance and application.



THE SALES GUIDE.

From Pushy Tactics to Trusted Partnerships

[PURCHASE THE SALES GUIDE](#)

[\(Available in book and ebook formats\)](#)



Most people dislike being sold to, and similarly, many sellers also dislike selling when it feels forced, pushy, or awkward.

This book helps you transition from outdated tactics to building trusted relationships with customers. Whether you're new to sales or a seasoned pro, you'll discover how to connect, ask the right questions, present with confidence, and close deals without sacrificing your integrity.

Inside, you'll learn how to:

- ✓ Build trust faster with a powerful relationship formula
- ✓ Sell based on real customer needs – not pushy pitches
- ✓ Present your value clearly, even in price-sensitive markets
- ✓ Handle objections with confidence and without sounding desperate
- ✓ Align your marketing and sales processes for better leads and smoother conversions



How This Book Complements the Training Programmes.

Organisations often use *The Sales Guide* to:

- Reinforce key concepts before or after training
- Encourage reflection and self-learning
- Support consistent selling approaches across teams

It works well as a standalone resource or as part of a broader sales development journey.

About DPC.

Digital Profit Consultancy (DPC) helps businesses across the Asia Pacific sell better by equipping teams with practical, hands-on strategies that turn everyday sales conversations into consistent results.



"Leik Hong delivered a highly impactful sales session, sharing his 3P framework and providing personalised guidance to help sellers position their niche."

Soffian Amin – Chief Programmes Officer at HRD Corp

Ready to Help Your Team Sell Better in 2026?

Every organisation is different. That's why our sales training programmes are designed to be practical, relevant, and customised to your business goals.

If you're exploring sales training for your team, here's how to get started:

[1. Complete the Sales Training Inquiry Form.](#) 

Share your current challenges, goals, and context.

2. Schedule a Discovery Call

We'll review your inputs and discuss your priorities, team structure, and desired outcomes.

3. Receive a Customised Sales Training Proposal

You'll receive a proposal tailored to your needs, focused on practical application and measurable results.



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