



Speaker: Maverick Foo

Designation: Award-Winning Marketing & Sales Strategist

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"Maverick is one of the worst sales person I've ever met."

You know how there are many moments in life that define you? When one of the business heads at the largest insurance company made that comment to him, it totally shifted Maverick Foo's life trajectory.

Since that day, over 21+ years ago, Maverick determined to turn his weakness around and focus on what he's better at - marketing.

Dubbed an OG Marketer (Original Generation) by his younger peers, if you ask him what's the true constant in a world of shifting technologies (and you're talking about a guy who went through the era of newspapers, direct mail and billboards to mobile, social media and webinars), he'll tell you it's **psychology**.

Aside from building nine business and international brands, he has also helped clients achieve breakthroughs in growth performance, even in trying times such as the COVID-19 global pandemic. Within the first 90 days of the global lockdown, Authority Institute has helped clients generate over \$60 million in sales, and help to cushion the impact of the pandemic.

With Maverick, you can ditch boring textbook materials and fancy theories. Whether it's a keynote, workshop or an online mastermind, in his sessions, you'll get practical techniques, proven strategies, quick-fire tips, insightful case studies and his best attempts at humor and storytelling.

On top of being featured at TEDx, BFM, Startup Grind and the Guru Show, he was also awarded the Resource Speaker of the Year by Vistage, The World's Largest Executive Coaching Organization for top CEOs and key leaders, with an average score of 8.9/10 over 40 sessions.

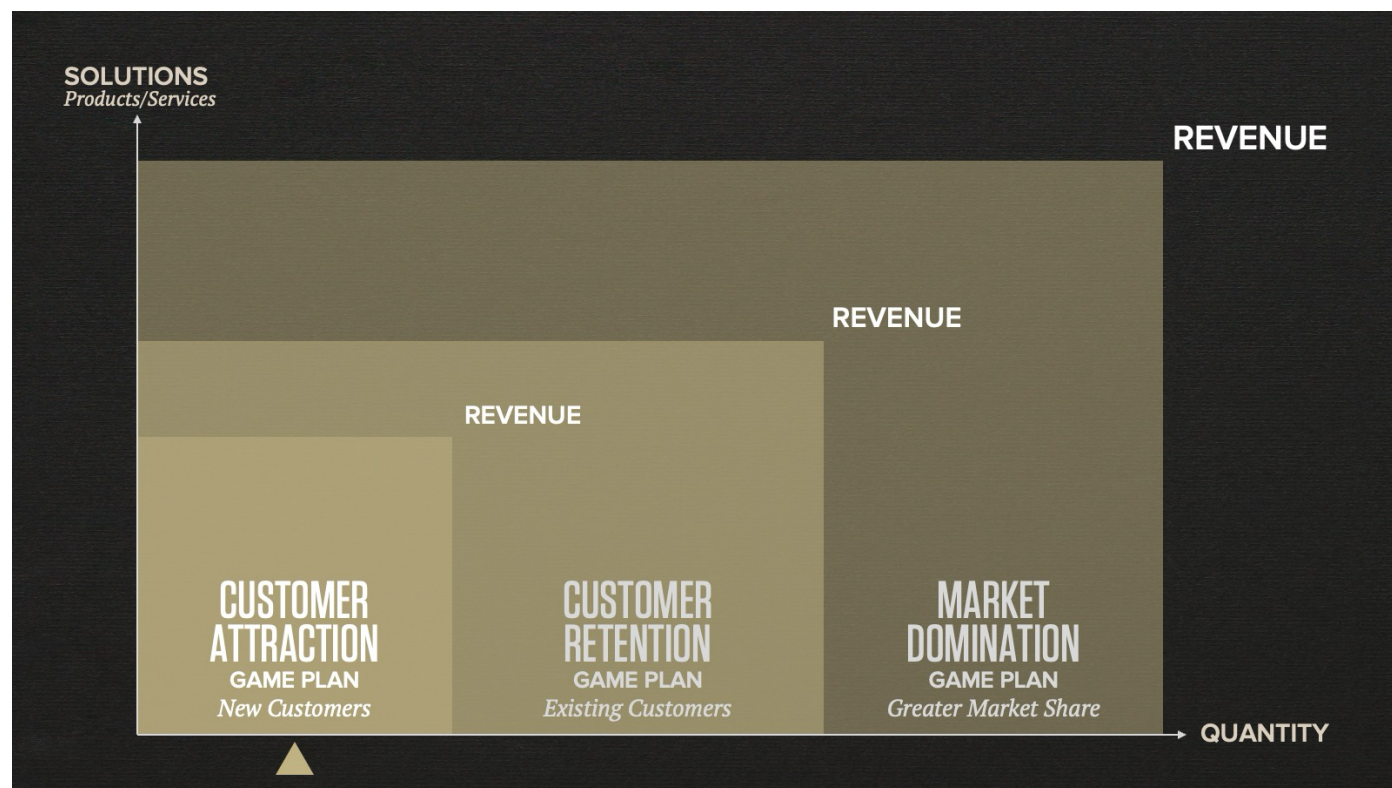
Just like how his mom would encourage him to aspire to greater heights, he borrows the wisdom from personal heroes in the likes of Michael Jordan, Jack Ma, Walt Disney and The Beatles, who coincidentally, were also once told they were the worst in their respective fields.

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Topic: 2024 Customer Attraction Game Plan – A Marketing Accelerator Resource Session to Set Up, Speed Up & Scale Up Your Sales & Marketing Systems

Topic Main Categories > Sub-categories:

(Kindly refer to the Appendix A. Eg. Leadership > Strategic Planning)



Overview (100-150 Words)

Does your business have a systematic approach to convert a Cold Stranger into a Paying Customer?

You probably have tried multiple approaches like company-wide branding exercises, expensive PR campaigns, paid ads, sponsorships, and everything in between.

You see a spike of activity, but when the dust settled, the returns you got just did not justify the investment.

And yet, and you saw other companies pulling the same stunts, it worked wonders for them!

You see, the tactics and fanfare we observe are just for show. What really matters (and what we don't normally see) are the strategies that power the customer acquisition process.

That's where the **Z Marketing System** comes in.

In this power-packed implementation session, bundled with a Marketing Gaps Assessment, you will map your unique customer journey, identify the Critical Bridging Assets, and leverage quick-fire, to shift from *Chasing Prospects* to **Attracting Customers**.

Topic Outline (5-8 Pointers)

- Identify the gaps within your existing marketing processes and fix them with Bridging Assets
- Increase your brand visibility with attention-grabbing Headline Messages
- Generate more leads from your existing network without paying for ads
- Score more enquiries with the B.F.T. Method
- Speed Up your sales conversions with C.O.N.C.E.P.T. Closing Models
- Walk home with a marketing strategy that you and your team can implement immediately

Appendix A

Topic Main Categories > Sub-categories:

1 Talent Management

- a Hiring, Recruitment & Sourcing
- b Retention & Engagement
- c Employee Development
- d Performance Management / HR
- e Succession Planning

2 Customer Engagement

- a Market Development
- b Sales
- c Marketing
- d Customer Service
- e Product & Pricing

3 Financials

- a Financial Management
- b Capital / Cash Management
- c Economic / Future Trends
- d Ownership & Governance
- e Mergers & Acquisitions

4 Business Operations

- a Productivity & Execution
- b Technology
- c Manufacturing & Distribution
- d Risk Management
- e Infrastructure

5 Leadership

- a Organizational Culture & Values

6 Personal Development

- a Leadership Competencies

- b Mission, Vision, Purpose
- c Communication & Alignment
- d Strategic Planning
- e Innovation

- b Work / Life Balance
- c Wellness
- d Asset and Estate Planning
- e Exit Planning

Kindly attached your TTT Certificate in this page:

Certificate No. TTT/3482



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CERTIFICATION IN TRAINING

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I.C No : 811222-03-5081

has successfully fulfilled all the assessment requirements for

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on 20 - 24 September 2010

at Wisma PSMB, Kuala Lumpur

CEDR Corporate Consulting Sdn Bhd

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