



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.

Speaker: Maverick Foo

Topic: 2024 Market Domination Game Plan – A Market Positioning Accelerator Resource Session to Help You Stand Out & Be Differentiated, Even if You're In A Crowded Market.

Topic Main Categories > Sub-categories:

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



Overview (100-150 Words)

Among the many changes the COVID-19 pandemic brought about, these THREE affect most businesses in SEA.

1. Customers are smarter now.

The lockdown has encouraged consumers to look beyond their regular service providers and product suppliers, with instant access to the global marketplace with just a tap on their screens.

2. Competitors are fiercer now.

The combination of the technological surge and surplus of talent has created new players in your market, and they are willing to throw prices to plant a flag in your market share.

3. Corporations are bigger now.

The big boys are monopolizing the new economy, through aggressive acquisitions and market expansions, leaving scraps for the rest of us.

In a world still recovering from a global lockdown, and against the impending economic recession, *how can business owners and key leaders overcome these challenges and emerge as the new market leader?*

The answer lies in the **Market Domination Game Plan**.

Topic Outline (5-8 Pointers)

- Leverage a time-tested, 57-year-old business growth concept that is more relevant than before
- Cultivate brand loyalty despite the “cheap tricks” of new market players
- Elevate your market positioning to compete with the giants in your industry
- Accelerate your business growth with a step-by-step marketing development framework
- Dominate your niche, outlast your competitors, and become the market leader of your space

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

6 Personal Development

- a Leadership Competencies
- b Work / Life Balance
- c Wellness
- d Asset and Estate Planning

e Innovation

e Exit Planning

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Certificate No. TTT/3482



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