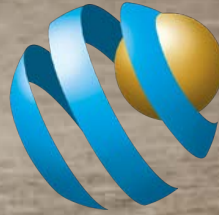




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TOKIO MARINE
INSURANCE GROUP



SOCIAL SELLING CHAMPION

MODULE THREE | CONSULTATIVE SELLING

A Sales Accelerator Workshop to Help Business Partners
Switch from Product Pushing to Solution Selling

PARTICIPANT'S WORKBOOK

ACTIVATE YOUR BRAND
with Scalable Frameworks

CAPTIVATE YOUR MARKET
with Actionable Insights

DOMINATE YOUR INDUSTRY
with Strategic Integrations



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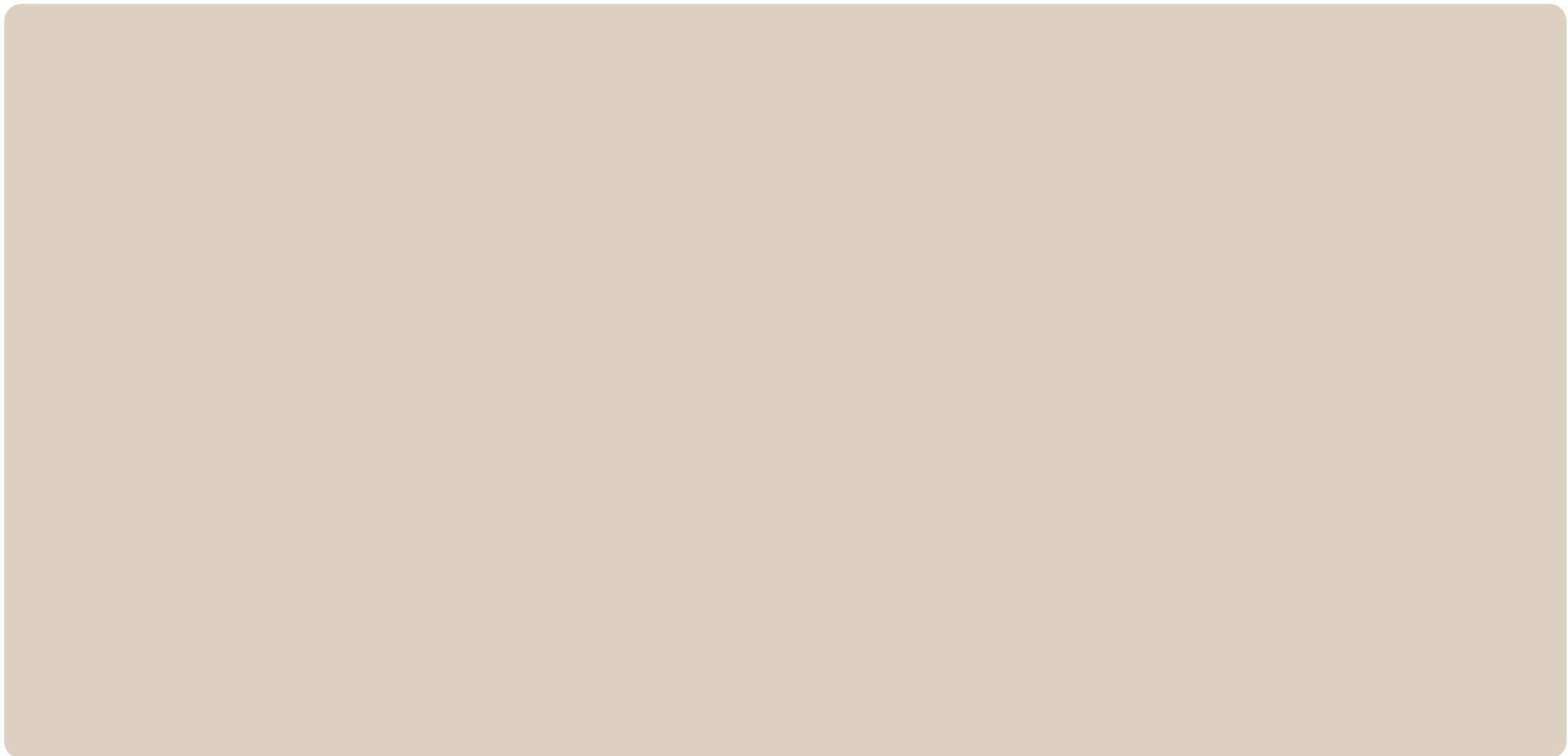
Additional resources are available at www.authority.institute

IDEAS. INSIGHTS. INSPIRATIONS.



YOUR NEW PROFITS IDEAS BANK

A Spark to Change the Trajectory of Your Growth

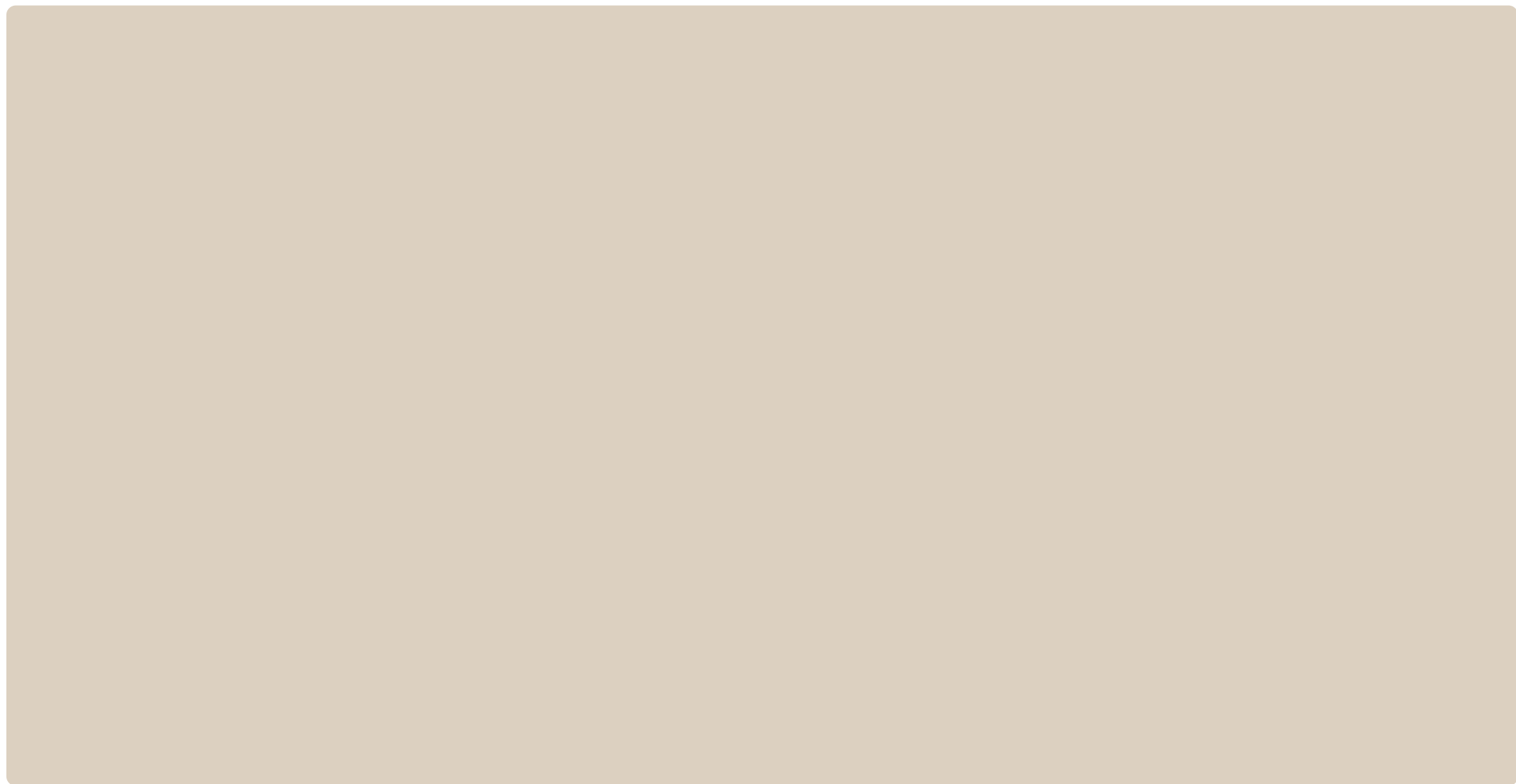


IDEAS. INSIGHTS. INSPIRATIONS.



RECORD YOUR RECALL POINTS

Insights that Grows Over Time

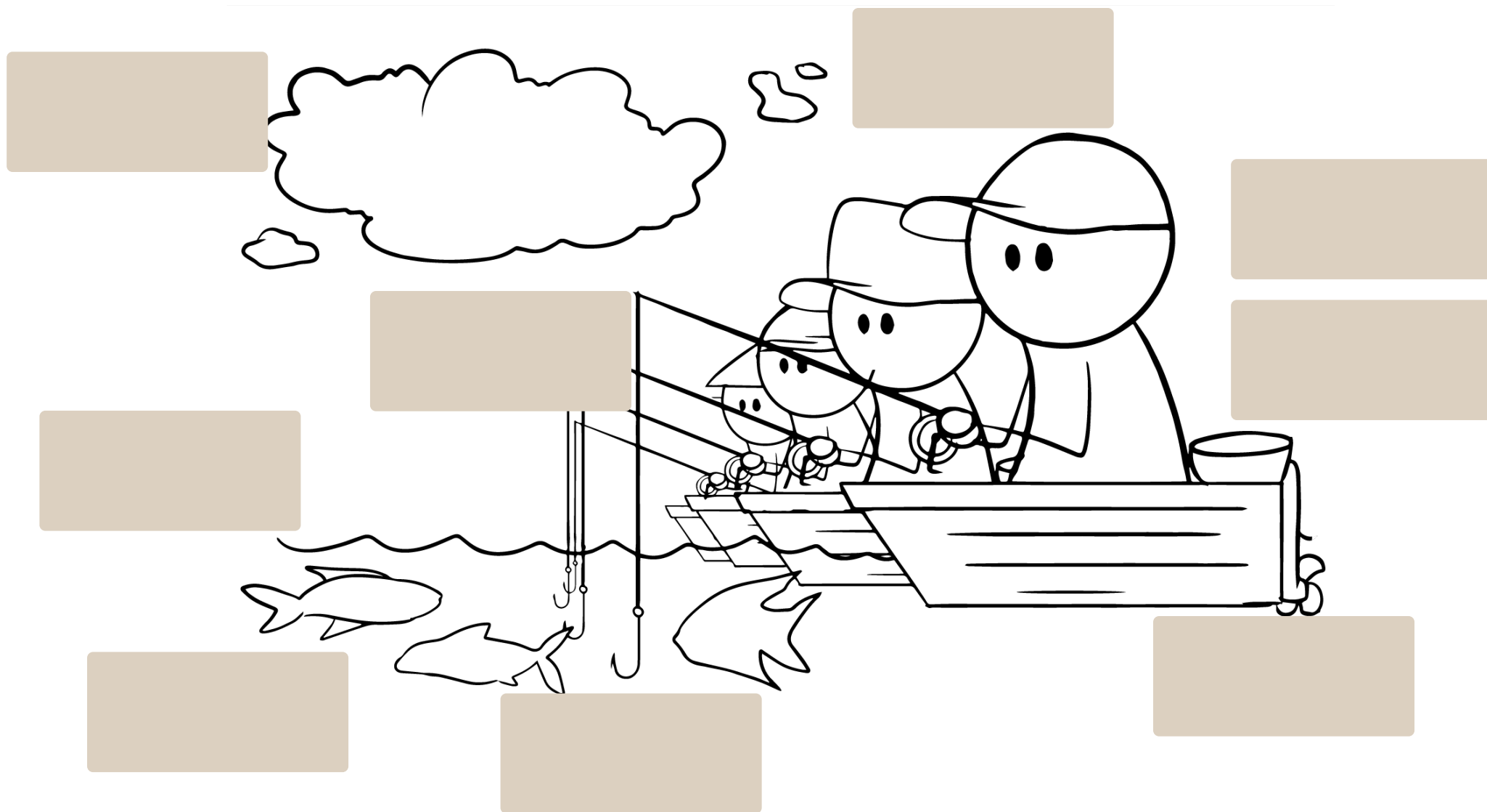


IDEAS. INSIGHTS. INSPIRATIONS.



THE NEW PROFITS FRAMEWORK

Timeless System to Find, Grow & Keep New Profits

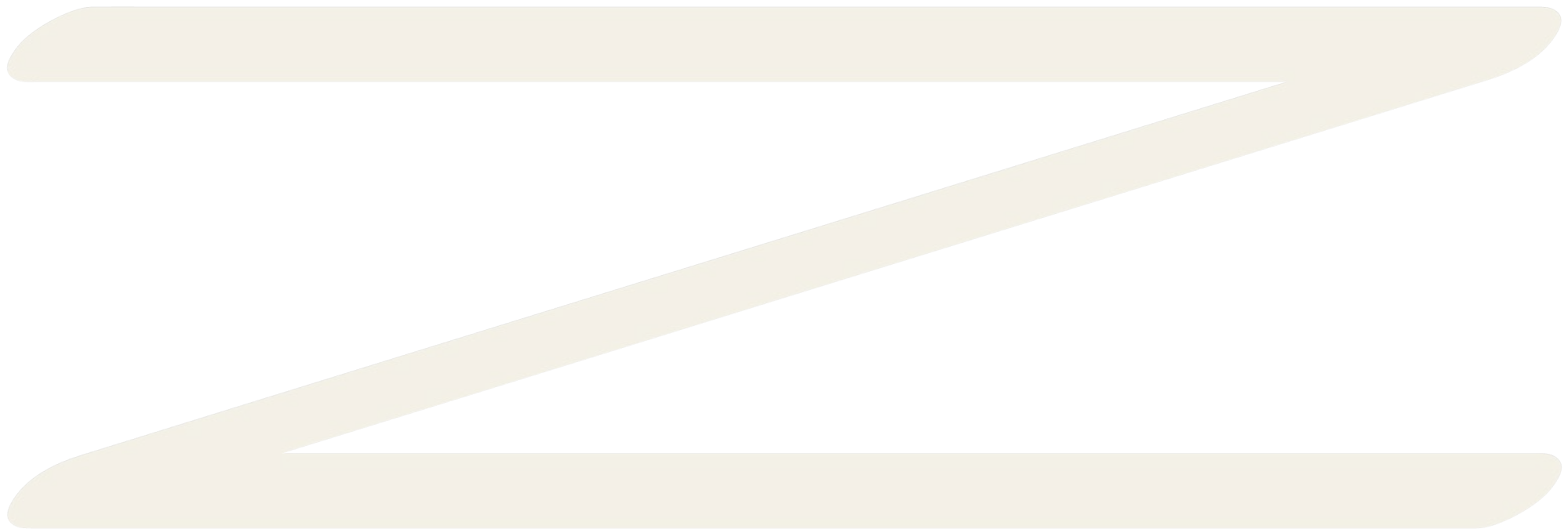


IDEAS. INSIGHTS. INSPIRATIONS.

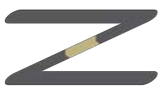


Z MARKETING SYSTEM

The Last Marketing Process You'll Ever Need

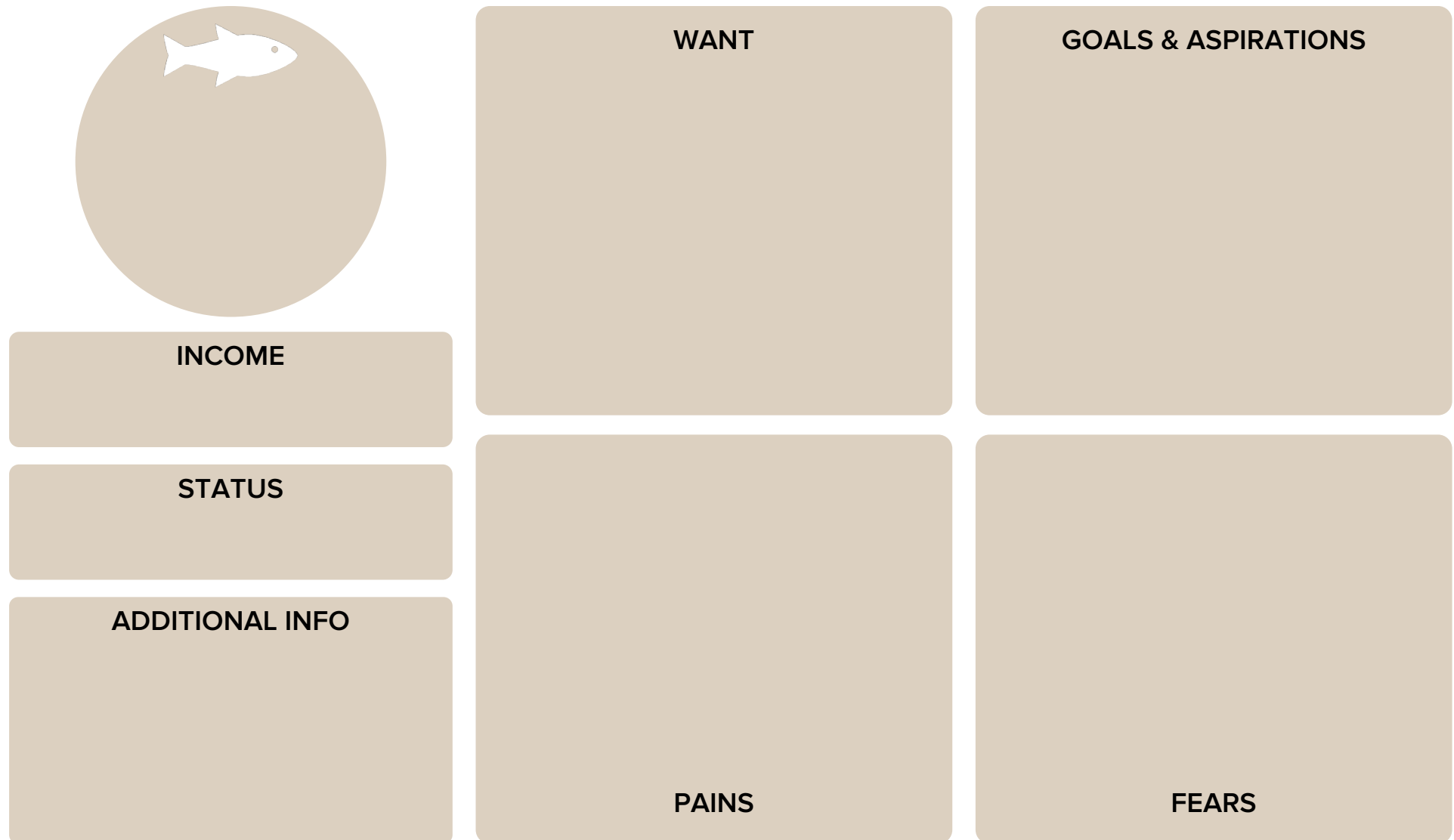


IDEAS. INSIGHTS. INSPIRATIONS.



PSYCHOGRAPH YOUR CUSTOMERS

Building the Bridge of Relevance with your Target Markets



IDEAS. INSIGHTS. INSPIRATIONS.



THE 5 LAWS OF C.O.N.C.E.P.T. CLOSING

Leveraging the Principles of Visual Storyselling

1

2

3

4

5

IDEAS. INSIGHTS. INSPIRATIONS.



CONSTRUCT YOUR CASE STUDY

Convert with the Story of Your Best Clients

CLIENT NAME

SCENARIO	BACKGROUND Share some info about your client to establish context.	ENVIRONMENT Provide any additional info to improve relatability.	PERSON-IN-CHARGE If your client is a business, share some info about the key people.
STRUGGLES	PROBLEMS Share the pains and frustrations the client was experiencing.	ASPIRATIONS Share the goals and aspirations the client was hoping for.	IMPACT Share the negative impacts caused by the issues.
SOLUTIONS	RECOMMENDATIONS Share the solutions you used to help the client with their struggles.	OUTCOMES Share the results of your solution, preferably in measurable metrics.	FRAMEWORK Showcase your Signature Solution Framework.

IDEAS. INSIGHTS. INSPIRATIONS.

IDEAS. INSIGHTS. INSPIRATIONS.



3 KEY DIFFERENTIATORS



Candy Noy



James S.W. Foo



Maverick Foo

We are the only business consulting and training firm for SMEs where all co-founders and core consultants have:

- 1 Built & Managed RM1mil Businesses in at least 3 different industries
- 2 Accumulated a minimum of 15 years business experience
- 3 Established international brands & partnerships

**BEEN THERE. DONE THAT. STILL DOING IT.
AND BRINGING A COMMUNITY ALONG.**



It is 31st December 2031.

We made it to the Fortune World's Most Admired Companies, recognised as the world's best platform to mentor, consult and facilitate C (C-Suites), E (Entrepreneurs), and O (Owners) worldwide.

Our C.E.O. clients are small and medium business leaders whose dreams and desires are to build a 100-year company that matters. Their business will impact themselves and their communities globally.

Every C.E.O confronts a series of challenges that can be ranked in the following order:

The first priority is succession planning. Their inability to attract and retain quality talent results in being unprepared for the turnover of senior leadership which will affect operating performance and an increase in volatility.

The second priority is building the business and increasing "bankability" value.

A third priority is the ability to transition to a digital-first world and navigating the technological changes.

We at Authority Institute solve these problems by supporting them with insights, inspiration and illuminating the path they walk with distilled frameworks so that they can take out the guesswork that allows their business to run like clockwork without them.

We support over 100,000 businesses and have revenue of over USD100 Million annually.

We contribute to our community by bringing abundance to our C.E.O.. They will have freedom, fortune, and legacy. They will impact their families, community, city, country.

Authority Institute, together with 100 C.E.O.s, will donate \$10 million to champion UNSD Goals #1, #4 and #8 - No Poverty, Quality Education, Decent Work and Economic Growth.

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