




安讯教育与科技有限公司  
Axon Consultancy Sdn Bhd



# CONNECT & CONVERT : THE ART OF HELPING CUSTOMER TO BUY

## RECOMMENDED PARTICIPANTS

- NON-SALES PROFESSIONALS



**Axon Consultancy Sdn. Bhd.**

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,  
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## COURSE INTRODUCTION:

In today's customer-centric business environment, every team member — not just the sales team — plays a role in influencing buying decisions. Yet, many non-sales professionals such as frontliners, technical staff, and support teams lack the confidence or training to engage customers meaningfully during critical moments of truth.

“**Connect & Convert**” empowers non-sales professionals with the practical tools to **communicate value, understand customer behaviour, and confidently support the buying process** — all without using high-pressure tactics. Participants will learn to engage different personality types (using DISC), ask the right questions (using SPIN & needs-finding techniques), manage objections with resilience, and even handle upselling or referrals naturally.

The goal? To transform your customer-facing employees into confident value communicators who help customers make better buying decisions — which directly improves customer satisfaction, loyalty, and conversion rates.

Whether in retail, service, or technical roles, this training turns passive support staff into proactive customer champions — helping you build a high-trust, high-impact front line.



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## LEARNING OUTCOMES

**By end of the session, participants will be able to:**

- Recognize common customer behavioural styles' buying signals to respond appropriately.
- Apply simple questioning techniques to uncover customer needs and preferences.
- Reframe product features into benefits that resonate with the customer's buying motivations.
- Support customers' buying process with confidence, without sounding "salesy" or pushy to close the deal.
- Apply self-resilience techniques such as reframing, positive self-talk, and emotional regulation to recover quickly and maintain motivation after customer rejection.

## LEARNING METHODOLOGIES

- Interactive exercises & real-life case studies
- Short videos
- Personal reflection & action planning
- Group discussions & practical applications

## BUSINESS RESULTS

**As a result of this training,** participants can increase customer conversion rates by 15% within 60 days by applying needs-focused communication strategies to support and guide customers' buying decisions in everyday interactions.



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## COURSE CONTENT : Day 1 – Build Connection & Confidence

### Module 1: Understand Customer Behaviour

*Focus: Build trust by understanding who your customer is and how they buy.*

- Consumers' D.I.S.C. Behavioural Styles
- Ideal Customer Features Identification
- Sell Benefits, Not Just Features
- Matching product value to emotional needs

### Module 2: Start Strong – Sales Opening & Mindset

*Focus: Open conversations naturally and anchor the right internal mindset.*

- Understanding the “Sales Mountain”
- Mindset of helping vs. selling
- SWOT Analysis on products or services
- Goal setting for authentic sales success

### Module 3: Discover Needs with Questions

*Focus: Use structured questioning to uncover buying motivations.*

- Needs-Finding Questioning Techniques
- SPIN Selling Technique: Situation, Problem, Implication, Need-Payoff
- Formula to express products or services' USP to customer

CONVERSION RATE



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## **COURSE CONTENT : Day 2 – Convert Conversations into Trust-Based Sales**

### **Module 4: Influence with Integrity**

*Focus: Help customers make decisions they feel good about.*

- Managing customer expectations
- Upsell & Cross-sell with value, not pressure
- Aligning offers with real needs to close sales

### **Module 5: Handle Rejection with Resilience**

*Focus: Stay grounded and bounce back after tough conversations.*

- Self-Resilience After Rejection
- Reframing rejection as feedback
- Tools to stay emotionally steady under pressure

### **Module 6: Close & Grow Relationships**

*Focus: Sustain customer trust and turn happy buyers into loyal advocates.*

- Asking for referrals without sounding desperate
- Building post-sale connection
- Final practice: Role play across the sales journey
- Personal Action Plan: Apply insights to real-world interactions



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## Trainer Profile



**Certified  
Professional  
Trainer**



Gino Chong is a Certified Professional Trainer (IPMA, UK), a Certified DISC Professional Facilitator (iTOL, UK), and an HRDC Accredited Trainer, Malaysia. He specializes in training and coaching across key areas such as Purpose-Driven Leadership, Effective Presentation Skills, Cross-Cultural Team Collaboration, Mental Toughness & Self-Resilience, and Managing Difficult Interactions. His programs are designed to equip individuals and teams with the clarity, confidence, and emotional agility needed to thrive in today's dynamic work environments.

He obtained his Diploma in Hotel & Catering Management in 2002 and began his career at Prince Hotel Kuala Lumpur as a waiter in a Japanese restaurant. In 2008, he transitioned into the International Business Development field with Fraser & Neave (Malaya) Sdn. Bhd., focusing on beverage and dairy products for global markets. Over the years, he progressed from Export Operation Executive to Senior Export Manager, gaining extensive regional experience before stepping into his current role as a professional trainer.



Gino Chong's training and consulting clientele includes government agencies and some of the world's leading brands across industrial and retail sectors. His portfolio features organizations such as DANONE, SHARP, MR. D.I.Y., Marine Department Malaysia, Bintulu Development Authority, Central Sugars Refinery (CSR), MAHSA University, and Open University Malaysia, among others.

He believes in "influencing life with life"—empowering individuals to create their own sustainable learning cycles that lead to meaningful, lasting transformation from the inside out.



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- Certified Professional Trainer, (IPMA), UK
- HRDC Accredited Trainer, Malaysia
- Certified DISC Professional Facilitator, (iTOL), UK

# Trainer Qualification Certificates



HRDC Accredited Trainer, Malaysia



HRDC TTT Exempted, Malaysia



Certified Professional Trainer, IPMA  
UK



Certified DISC Professional Facilitator, Itol  
UK



TTT Certification on "Mastering SEDG & GRI Frameworks + Overview of Bursa Malaysia's CSI Platform, Malaysia



IGTI Certified CSI Platform Facilitator,  
Malaysia



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