



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

# FROM SELF TO SALES

## The Power of Personal Transformation

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INCREASE SALES



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(Co Reg no: 201701042497)

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## AN OVERVIEW

Sales performance starts from the inside out. This transformational 2-day programme empowers sales professionals to strengthen their mindset, emotional intelligence, communication skills, and high-performance behaviours before mastering proven sales strategies and closing techniques. By aligning personal purpose with sales goals, participants not only learn *what* to do, but *who* they must become to excel. The result is a powerful combination of inner transformation and practical sales mastery—designed to elevate confidence, consistency, and closing performance

## WHO SHOULD ATTEND

- Sales Teams
- Insurance Agents
- Property Negotiators
- Entrepreneurs
- MLM Leaders

## TRAINING METHODOLOGY

This program delivers instructor-led, experiential learning through:

- Interactive Lecture
- Reflection Tasks
- Activities, Role-Play,
- Group Discussions, Case Studies
- Sales Simulation



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## LEARNING OUTCOMES

By the end of this programme, participants will be able to:

- Develop deep self-awareness and recognise internal barriers to performance.
- Align personal purpose and vision with daily sales activities.
- Apply emotional intelligence to handle pressure, rejection, and client interactions.
- Strengthen communication impact through confident presence and active listening.
- Build high-performance habits and accountability systems for consistent results.
- Apply psychology-based sales techniques to influence different customer types.
- Master objection handling, negotiation confidence, and humanised closing.
- Build a unique personal brand and signature sales identity.
- Develop a practical 30-day implementation plan for sustained improvement.

## Training Deliverables

Participants will receive:

- Training workbook
- Reflection & belief audit worksheets
- Purpose statement template
- Sales story & closing script templates
- High-performance habit tracker
- 30-day transformation & sales action plan



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## Course Content

### DAY 1 — THE INNER TRANSFORMATION

#### Registration & Ice-Breaker

“Who Am I in Sales?” card challenge

Expectation setting

#### Module 1: Understanding SELF — The Inner Shift

**Outcome:** Build deep self-awareness and clarity.

##### Topics:

- Self-image and identity in sales
- Breaking limiting beliefs
- Growth vs fixed mindset
- Identifying fear, doubt, and internal blocks

##### Activities:

- ✓ Self-Identity Mapping
- ✓ Belief Audit Worksheet

#### Module 2: The Power of Purpose in Sales

**Outcome:** Align purpose with performance.

##### Topics:

- Purpose as a driver of motivation
- Purpose → Goals → Daily Actions
- “Why” before “How”
- Vision creation for sales success

##### Activities:

- ✓ Purpose Statement Writing
- ✓ Vision Board Creation
- ✓ Partner Reflection



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## Module 3: Emotional Intelligence for Sales Excellence

**Outcome:** Master emotions during pressure, rejection, and client interactions.

**Topics:**

- Emotional triggers in sales
- Techniques for self-regulation
- Empathy and client connection
- Resilience after rejection

**Activities:**

- ✓ Emotional Trigger Mapping
- ✓ Role-Play: Handling Rejection with Calmness

## Module 4: Confidence to Communication Mastery

**Outcome:** Communicate with confidence, influence, and trust.

**Topics:**

- First impressions & personal presence
- Verbal and non-verbal communication
- Active listening
- Asking powerful questions

**Activities:**

- ✓ 3-Minute Confidence Pitch
- ✓ Listening Challenge Exercise

## DAY 2 — FROM TRANSFORMATION TO SALES PERFORMANCE

### Module 5: Behavioural Transformation & High-Performance Habits

**Outcome:** Build consistency and result-driven habits.

**Topics:**

- Habit loops (cue → routine → reward)
- Removing unproductive patterns
- Daily routines for sales performance
- Accountability frameworks

**Activities:**

- ✓ Habit Tracker Creation
- ✓ Accountability Partner Setup



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## Module 6: Psychology-Based Sales Strategy

**Outcome:** Apply human behaviour insights to sales tactics.

**Topics:**

- Customer psychology
- Needs-based selling
- Storytelling for persuasion
- Objection handling frameworks

**Activities:**

- ✓ Storytelling for Sales Practice
- ✓ Objection Handling Drills

## Module 7: Closing Skills & Humanised Sales

**Outcome:** Close deals authentically and confidently.

**Topics:**

- Empathy-driven closing
- Six proven closing techniques
- Building trust during negotiation
- Follow-up mastery (80% rule)

**Activities:**

- ✓ Closing Simulation
- ✓ Follow-Up Script Practice

## Module 8: Creating Your Signature Sales Identity

**Outcome:** Develop a strong and authentic sales persona.

**Topics:**

- Crafting a unique sales identity
- Credibility and trust-building techniques
- Digital branding essentials
- Becoming a niche authority

**Activities:**

- ✓ Personal Branding Map
- ✓ Elevator Pitch Re-Design



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## Trainer Portfolio: Ms Jegathiswari Seetha Raman (Arularase Baskar) HRDC Accredited Trainer |NLP Practitioner | Life & Mindset Coach | Emotional Intelligence Specialist

Jegathiswari Seetha Raman is an award-winning professional trainer with over 20 years of experience in corporate training, coaching, and personal development, renowned for her energetic facilitation style and ability to spark deep, lasting transformation. Armed with multiple certifications—including Master NLP Practitioner, Master Emotional Intelligence, Life Purpose Coach, and NLP in Sales & Persuasion—she has empowered thousands to elevate their communication, strengthen emotional resilience, and unlock high-performance mindsets. Her diverse career spans sales leadership, digital marketing, HRDC and Penjana programmes, and specialised coaching for both working professionals and retrenched individuals, giving her a unique blend of behavioural expertise and real-world business insight. A recipient of major industry accolades such as the National Education & Training Excellence Award and the Asia Lifetime Achievement Award in Learning & Development, as well as the author of *The Power of Purpose*, Jegathiswari delivers training rooted in authenticity, empathy, and purpose—helping individuals and organisations transform potential into meaningful, measurable results.

### Areas of Expertise

- NLP & Emotional Intelligence
- Communication Mastery
- Leadership & Team Motivation
- Sales Psychology & Humanised Sales
- Mindset & Personal Transformation
- High Emotional Intelligence
- Goal Setting & Purpose-Driven Performance
- Coaching for Behavioural Change



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