



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



# WINNING FROM WITHIN

## Building The Mindset of A Top Sales Performer



**Axon Consultancy Sdn. Bhd.**

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,  
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## AN OVERVIEW

Winning in sales starts from the inside. This high-impact 2-day programme equips sales professionals with the mindset, emotional mastery, and behavioural strategies needed to perform with confidence, clarity, and consistency. Combining NLP-based transformation tools, experiential learning, real-case scenarios, and performance psychology, participants learn to break internal limitations, communicate with influence, understand customer psychology, and execute sales strategies with purpose and discipline.

## WHO SHOULD ATTEND

- Sales Professionals (new & experienced)
- Insurance & Takaful Agents
- Real Estate Negotiators
- Business Development & Marketing Executives
- Entrepreneurs & Network Marketing Leaders

## TRAINING METHODOLOGY

This program delivers experiential learning through:

- NLP-Based Transformation Tools
- Real Sales Scenarios & Case Studies
- Role Play & Communication Drills
- Reflection & Self-Discovery Exercises



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## LEARNING OUTCOMES

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

- Develop a **resilient, high-performance sales mindset** that drives consistent results.
- Identify and overcome **limiting beliefs, self-sabotaging habits, and emotional barriers** that hinder sales performance.
- Strengthen **emotional intelligence and stress management** skills to handle rejection, pressure, and uncertainty with confidence.
- Articulate a clear **personal sales mission and purpose**, aligning daily actions with long-term goals.
- Apply NLP-based techniques to build **instant rapport, persuasive communication, and influential storytelling**.
- Understand **customer psychology and buying behaviours** to connect more effectively and tailor solutions.
- Use structured sales planning tools to set **high-impact goals, daily revenue targets, and a 30-day action plan**.
- Practise proven **closing strategies and objection-handling methods** used by top sales performers.
- Establish sustainable **success habits, follow-up discipline, and performance tracking systems** for long-term momentum and growth.

## Training Deliverables

Participants will receive:

- Comprehensive Training Workbook
- Sales Vision Board Template
- 30-Day Sales Challenge Sheet
- Personal Sales Mission Statement Draft
- Performance Trackers & Templates



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## Course Content

### DAY 1 — THE INTERNAL WIN: MINDSET, BELIEFS & EMOTIONAL MASTERY (6 HOURS)

#### Module 1: The Inner Game of Sales Success

**Outcomes:** Understand how mindset influences 90% of sales success and uncover limiting beliefs.

**Topics:**

- The Sales Success Triangle: Mindset – Skillset – Action
- Growth vs Fixed Mindset
- Mental habits of top performers

**Activities:** Self-Assessment | Belief Mapping Exercise

#### Module 2: Purpose, Passion & Personal Power

**Outcomes:** Build purpose-driven motivation and align values with sales goals.

**Topics:**

- Purpose as fuel for performance
- Motivation psychology
- Crafting a personal sales mission

**Activities:** WHY Statement Writing | Mini Vision Board | Peer Reflection

#### Module 3: Emotional Intelligence for High-Pressure Sales

**Outcomes:** Strengthen emotional resilience and master responses to stress and rejection.

**Topics:**

- Emotional intelligence for sales
- Identifying emotional triggers
- Turning “NO” into “Not Yet”

**Activities:** NLP Rejection Reframe | Mindfulness for Sales Clarity



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#### **Module 4: Transforming Self-Sabotaging Patterns**

**Outcomes:** Break habits that limit sales performance.

**Topics:**

- Fear of selling, targets & follow-up
- Overcoming the comfort zone trap

**Activities:** Habit Breakthrough Worksheet | NLP Confidence Anchor

#### **Module 5: Peak Performance State Management**

**Outcomes:** Learn how to enter “Peak Sales Mode” on demand.

**Topics:**

- Power of physiology
- Linguistic confidence
- Daily rituals of elite performers

**Activities:** Power State Activation | Sales Warm-Up Routine

### **DAY 2 — THE EXTERNAL WIN: STRATEGY, COMMUNICATION & EXECUTION (6 HOURS)**

#### **Module 6: Psychology of Customers & Buying Decisions**

**Outcomes:** Understand customer reasoning and buying behaviours.

**Topics:**

- Modern consumer behaviour
- Trust-building psychology
- Why customers really buy

**Activities:** Customer Persona Mapping | Needs Discovery Drill

#### **Module 7: Confidence-Based Communication & Influence**

**Outcomes:** Communicate with influence and build rapport instantly.

**Topics:**

- NLP rapport techniques
- Power phrases that build trust
- Storytelling for persuasion

**Activities:** Sales Story Practice | Influence Language Patterns



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## **Module 8: Sales Planning & High-Impact Goal Setting**

**Outcomes:** Set meaningful goals and create actionable sales plans.

**Topics:**

- SMARTER goal setting
- Daily & weekly revenue targets
- 30-Day Sales Action Plan

**Activities:** Goal Alignment Exercise | 30-Day Action Blueprint

## **Module 9: Closing Techniques of Top Performers**

**Outcomes:** Master closing through psychology and structured techniques.

**Topics:**

- Soft Close vs Hard Close
- Trial Close
- Scarcity & urgency ethics
- Objection handling

**Activities:** Objection Role Plays | Closing Lines Practice

## **Module 10: Building Long-Term Sales Momentum**

**Outcomes:** Sustain performance through habits and discipline.

**Topics:**

- Follow-up mastery
- Success habit building
- Self-review & improvement system

**Activities:** Accountability Partner Setup | Weekly Tracking Sheet Planning



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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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