



The Institution of Engineers, Malaysia

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TALK ON "HOW TO IMPROVE YOUR ENGINEERING CONSULTATIVE SELLING SKILLS"

Organised by the Mechanical Engineering Technical Division, IEM
BEM Approved CPD/PDP Hours: 2 Ref No: IEM16/HQ/006/T

Date : 24 February 2016 (Wednesday)
Time : 5.30 pm – 7.30 pm (Refreshments will be served at 5.00pm)
Venue : Auditorium Tan Sri Prof. Chin Fung Kee, 3rd Floor, Wisma IEM, Petaling Jaya
Speaker : Ir. Dr. Chong Chien Fatt

SYNOPSIS

Millions of dollars have been spent investigating and pursuing ways to grow sales as sales are the lifeblood of any organization. Yet only a handful of companies have been able to grow their sales steadily in the face of ferocious competition.

Most engineers learned their selling skills on the job and from their seniors or management which may include mistakes and myths. Contrary to the belief of many sales engineers, the best way to make sales is not to talk about how wonderful your product/service is but to ask the potential customer what they want. However, the "How do" is often left to the individual's understanding and disposition. How do you approach a sales call? What, where, when, who, why and how do you ask these questions? What responses are you supposed to look out for and your appropriate solutions? Why do some sales calls fail and some succeed and their possible causes? Do you have all the right answers? Most often, these engineers brush failures aside by giving non-controversial answers such as the competitor's better prices, relationship, favoritism, etc. Such answers reflect the lack of understanding of the most important function of sales.

Consultative Selling focuses on a solution, not the product for the client/customer. It focuses on the customer, their requirements and needs. It creates and sells a solution using your product/service, not selling the product itself. Instead of telling them what you have, the potential customers tell, through questions prompted by you, their requirements and needs, where you match what you have to what they want.

BIODATA OF SPEAKER



Ir. Dr. Chong Chien Fatt, B. Sc. (Hons), Mech. Eng., M. Eng. (Industrial Engineering & Management), DBA (Doctor of Business Administration), P Eng, FIEM, MIMechE., C. Eng., ACGI.

Ir. Dr. Chong Chien Fatt, a professional engineer graduated in Mechanical Engineering from Imperial College, did his post-graduate studies in Industrial Engineering and Management in the Asian Institute of Technology and obtained his Doctorate of Business Administration in 2006.

He has been involved over the years in turn-around jobs as a CEO/COO for six different companies over the past 20 years. His fields of interests are in Total Quality Management/Six Sigma, Organizational Transformation/Change, Feasibility Studies, Lean Manufacturing or Kaizen and Personality/Psychology. He has more than two decades of experience in manufacturing and marketing as well as practicing, teaching and consulting work in quality and change management. He has substantial managerial experiences and has real life experiences of solving problems, turning around companies and bringing various companies to higher level of growth and achievement. He has completed his Doctorate of Business Administration with the University of Newcastle, Australia with the purpose of acquiring more relevant and up-to-date knowledge and hopefully to impart them to others in a pragmatic and yet simple-to-understand manner for working adults.

Ir. Assoc. Prof. Dr. Kannan M. Munisamy
Chairman
Mechanical Engineering Technical Division, IEM

ANNOUNCEMENTS TO NOTE:

- Preferential admission to talk shall be accorded to IEM members (pre-registration and online registration are NOT required). Telephone and/or fax reservation will NOT be entertained.
- Non members may also attend the talk but will need to pay a registration fee of RM50 and an administrative fee of **RM15**. GST is inclusive.
- For members of affiliated organisations, there will be no registration fee payable. However, they are requested to produce their membership card as proof of membership. For the list of affiliated organisations, please refer to IEM website at www.myiem.org.my under International/MoU.
- Limited seats are available on a "first come first served" basis (maximum 100 participants).
- IEM members are required to produce membership cards for confirmation of attendance (CPD purpose).
- Latecomers will not be allowed to enter if the lecture hall is full nor be entitled to CPD.
- ***IEM members who fail to produce their membership cards will be charged a fee of RM25.00. GST is inclusive.***

ADMINISTRATIVE FEE

- Kindly be informed that an administrative fee of **RM15** is payable for talks organized by IEM. GST is inclusive.
- The fee would be used to cover overhead costs, building maintenance expenses as well as contribute to Wisma IEM Building Fund.
- All contributions will be deeply appreciated by IEM.
- Student Members are however exempted.

PERSONAL DATA PROTECTION ACT

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CPD HOURS CONFIRMATION

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