MINJI ASIA

HRD CORP CLAIMABLE

2-DAY PUBLIC PROGRAM · HRDC CLAIMABLE

ALPHA

Sales Mastery

ATTRACT → LEVERAGE → PRESENT → HANDLE → ASK

Sell Smart, Not Hard.

A practical, no-theory program that gives solopreneurs and SME owners a repeatable system to attract, present, and close deals with confidence — without feeling pushy or "salesy."

WHERE

Venue TBA

Confirmed upon booking

BOOK A SEAT

+60 19-313 0991

askme@minjiasia.com

ABOUT THIS PROGRAM

A working sales system you can run the next business day.

ALPHA Sales Mastery is a practical, no-theory 2-day program designed to give solopreneurs and SME owners a repeatable system to attract, present, and close deals with confidence — without feeling pushy or "salesy."

EVERY MODULE RUNS THE SAME LOOP

STEP 1
Teach the concept
→
STEP 2
Demonstrate it live
→
STEP 3
Practise in role-play

You will learn how to

01 **Build a simple, repeatable sales process** using the ALPHA framework, instead of relying on ad-hoc selling.

02 **Use AI tools to research prospects** and craft personalised outreach that sounds relevant.

03 **Ask better discovery questions** to uncover what prospects actually need before pitching.

04 **Present offers in terms of value,** and handle common objections calmly and professionally.

05 **Confidently ask for the sale** and follow up systematically, without feeling pushy.

THE ALPHA FRAMEWORK

Five steps. One repeatable conversation.

Each module is one step of ALPHA — from attracting the right prospects to asking for the sale.

A	L	P	H	A
Attract	**Leverage**	**Present**	**Handle**	**Ask**
MODULE 1 DAY 1	MODULE 2 DAY 1	MODULE 3 DAY 2	MODULE 4 DAY 2	MODULE 5 DAY 2
Prospecting and rapport	Discovery questions and active listening	Match your offer to value	Price, trust and timing objections	Trial and direct closes, then follow-up

Who should attend

Built for solopreneurs, SME owners, founders and small teams who sell directly to their own clients.

Solopreneurs & SME owners	Sell directly to clients and need a process you can run yourself, without hiring a sales team.
Founders who sell ad-hoc	Want one repeatable framework to replace inconsistent, improvised selling.
Owners intimidated by “the ask”	Avoid objections or hesitate to close, and lose winnable deals to silence and “let me think about it.”
Small teams adopting AI	Want hands-on AI prospecting skills to apply the next business day, not a theory lecture.
Anyone burned by generic sales training	Tired of courses that don’t stick: every module is taught, demonstrated, then practised live.

Day 1 Attract, Connect, Understand

9:00 AM – 5:15 PM

9:00 AM – 9:30 AM

Welcome & Sales Mindset for Owners

- Reframing sales as a system, not a personality trait
- ALPHA framework overview

9:30 AM – 12:30 PM

A Module 1: Attract Prospects + Build Rapport

- Where SME prospects really come from: referrals, warm networks, existing customers
- Rapport fundamentals: mirroring, common ground, tone-matching
- AI-powered prospecting: research, ICP, personalised outreach
- Hands-on lab: research one real prospect and draft a live opener

12:30 PM – 1:30 PM

Lunch

1:30 PM – 3:30 PM

L Module 2: Leverage Questions to Discover Needs

- Open vs. closed questions
- SPIN-lite discovery
- Active listening
- Paired role-play

3:30 PM – 3:45 PM

Break

3:45 PM – 5:00 PM

Applied Practice: Attract → Rapport → Discover

- Live end-to-end mini scenario
- Peer and trainer feedback

5:00 PM – 5:15 PM

Wrap-up + Homework Brief

- Apply Attract + Discover to one real prospect before Day 2

Day 2

Present, Handle Resistance, Close

9:00 AM – 5:30 PM

9:00 AM – 9:15 AM

Recap Day 1 + Homework Debrief

- What worked on your real prospect
- Troubleshooting live cases

9:15 AM – 11:15 AM

P Module 3: Present Solutions to Match Value

- Features vs. benefits vs. value
- Tailored storytelling
- Role-play

11:30 AM – 1:00 PM

H Module 4: Handle Objections with Professionalism

- Price, trust and timing objections
- Acknowledge – Clarify – Respond – Confirm
- Live objection drills

1:00 PM – 2:00 PM

Lunch

2:00 PM – 3:15 PM

A Module 5: Ask for the Sale

- Trial closes and direct closes
- Handling silence after the ask
- Follow-up cadence for “not yet” prospects

3:30 PM – 4:45 PM

Full ALPHA Simulation

- Complete A → L → P → H → A conversation
- Structured peer feedback using the ALPHA scorecard

4:45 PM – 5:30 PM

Action Plan, Closing & Certificates

- Ideal Customer Profile + 3 outreach templates
- 30-day action plan
- Q&A and certificates

INVESTMENT

Choose how you join.

STANDARD

Individual Seat

Self-funded

RM1,888 per pax

- Full 2-day ALPHA Sales Mastery program
- All workbooks, templates and AI toolkit
- Certificate of completion
- Non-HRDC — pay directly, no levy paperwork

HRDC CLAIMABLE

Individual Seat

Employer-funded

RM2,588 per pax

- Everything in the self-funded seat
- Claimable against your HRD Corp levy
- Full grant documentation handled for you
- For eligible Malaysian employers

BEST VALUE

Group of 3

Best per-seat rate

RM5,250 total

RM1,750 per pax

- Three seats booked together
- Saves RM414 against three individual seats
- Your team practises role-play with each other
- Non-HRDC — talk to us for larger groups

HRD Corp claimable for eligible Malaysian employers • Group rate shown is for 3 pax booked together • Larger groups and in-house runs quoted on request • Dates and venue confirmed upon booking

Reserve your seat.

Two full days, capped class size, and a working sales system you can run the next business day.

Venue TBA

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EMAIL
askme@minjiasia.com

REGISTER ONLINE
minjiasia.com/alpha-sales-mastery