



## SPECIALIST SERIES - INDUSTRIAL PRODUCT KNOWLEDGE

Without a firm grasp of product knowledge, your salespeople will be missing the key to gaining your customers' trust and the ultimate ability to influence their buying decisions. Your salespeople's product knowledge can bring your products to life while building the sale to capitalize on a customer's emotional connection with your merchandise. This series ensures that every salesperson in every store receives thorough, consistent and professional training on your products. This series also shows salespeople how and why they should use product knowledge to express instead of impress. Some interesting areas are illustrated in the following:

- History and origins of company
- Product description
- Features, advantages and benefits
- Unique selling points
- Market trends and influences
- Competitors product knowledge
- Competitive advantage
- Emotional connections to your product

## BENEFITS

### TO THE ORGANIZATION

- Achievement of better levels of competitiveness
- Recognition as an organisation, which holds to the idea of professionalism as one of its values.
- Positive work culture.
- Overall enhanced productivity.

### TO THE INDIVIDUAL

- Enhanced self-confidence and self-empowerment.
- Positive interactions by building rapport, trust and credibility.
- Increased success and reduced stress on the job.

## METHODOLOGY



Highly interactive lectures



Open discussions



Group discussions



Role-plays



Course manual



Activity handbook

# TESTIMONIALS

"It was marvelous that Bolton Berhad Group of Companies appointed your establishment ... Our staff enjoyed the training provided by you ... One of the most important aspects that you have assisted was to merge the different industries within our group into a common course program without compromising the objectives where it benefited our staff ...".

**Tomy Goh, Group Head of Human Resources, Bolton Berhad.**

"Amongst some of the feedback obtained was that your presentation was lively, well done and ... They also found you to be natural, funny, down to earth and stimulating".

**Jullana Affandi Tan, Conference Development Manager, The Asia Business Forum.**

"The trainer was very clear in presenting the training, and made the entire presentation very entertaining ... It was simple but effective way to understand the A-Z of ... Overall, this training has really shown me that, ... nothing is impossible. I have really benefited from it".

**Angeline Yap, Callbiz (M) Sdn Bhd**

"The trainer is very professional and is a sharp observer, with a helpful and positive attitude. This workshop really helped me realize certain things and therefore start improving myself."

**Kenny Chong, Schneider Electric Industries (M) Sdn Bhd**

"The EI Seminar has helped me and my team understands and perform better. We shared the learning's with the rest of the organization as well. As you had rightly mentioned EI is a journey and we are glad that we took the first step attending the seminar".

**Shirley Priyadarsini, Sr. Manager HR, Newbreak India Pvt Ltd**

"It was an incredible experience to be at the seminar with you. You are such a special person and bring the subject alive with such ease and eloquence. It was wonderful to interact with you and I will be honoured to be added to the Emotional Intelligence Travellers List and the EI Forum. Thank you so much for sharing and helping others in enhancing their potential".

**Dr. Pratima Rajan MD, MPH Consultant & Head, Department of Preventive Cardiology & Cardiac Rehabilitation, Jaslok Hospital & Research Center**

"It was a pleasure attending your seminar. You did a splendid job. Looking forward to get associated with you over the Forum and get connected with likeminded friends".

**P.G.V. Babu, Manager, Newwoodlands Hotel, Chennai**

## CERTIFICATION & PERSONAL ACHIEVEMENTS

### CERTIFICATION

- HBDI™ and YAPDI™ Certified Practitioner
- Certified HRDF Trainer
- HRDF SBL Scheme



**Jerome Pierre BONNIFAY**  
(CEO & Senior Consultant)

### PERSONAL ACHIEVEMENTS

Jerome founded SBIC Sdn Bhd in 1993, as a Global Human Capital Consulting & Professional Training Organization based in Kuala Lumpur as a hub for his global operation, with offices in Barcelona, Delhi and Doha. Jerome holds a BA in Law & Economics and is currently pursuing his PhD in Psychology – specializing in EQ and Whole Brain Thinking.

A passionate and powerful facilitator, Jerome Pierre Bonnifay's unorthodox training techniques, gives him the edge to teach complex subjects to everyone across all levels. He brings to an individual level of understanding and practice a technique up to now reserved to an elite. He has built and implemented assessment centers, appraisal systems and training needs analysis's processes.

Jerome has been actively conducting talks, workshops, and training for The Asia Business Forum as Speaker, Chairperson and Course Leader since 2003. Phrased as the "Global Authority of Emotional Intelligence" by India Times during his EI seminar in India, Jerome continues to enlighten thousand around the world on the subject that had come in vogue some 20 years ago. He received high accolades for his September 2008 India Times Strategy Summit on EI that was held in India's 4 major cities.

[www.jeromebonnifay.com](http://www.jeromebonnifay.com)

## READY TO REACH NEW LEVELS OF SUCCESS?

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