



THE BULLSEYE WORKSHOP

**IDENTIFYING AND SPEAKING
TO YOUR TARGET MARKET**

PROGRAMME OVERVIEW

The Bullseye Workshop is designed for participants to develop their ability to communicate the value and benefits of products and ideas. Participants will be challenged to think about how they present and communicate what they do, sell or suggest so that their message is better received by their target audience. Attendees will learn how to identify, specify and communicate to their target audience. By considering the audiences needs and wants, and enhancing it with storytelling, the staff will walk away with confidence in how to communicate their value. Focus will be placed how to identify the core of their message, idea or product as well how to effectively communicate it as quickly as 30 seconds in.

The sessions will be practical and focus on functional learning rather than theoretical situations to develop best practices for each participant to bring back to their daily work.

PROGRAMME OBJECTIVE

The main objective of this workshop is for participants to learn who they are most suited to and wanting to speak to. They will learn to develop and deliver a core message that engages them and creates an opening for more discussion. The key activities will centre market identification and engagement. It is intended to enhance their ability to engage with customers and team mates to more effectively start further conversations. It will also help the management team “sell ideas” and principles to the staff.

PROGRAMME METHODOLOGY

All sessions will be conducted through gamified training sessions, projects, open dialogue, question and answer, all of which create interactive activities with the participants. The intention and design of this methodology is to have the participants see how the programme offers a reflection of their business or life experience.

PROGRAMME OUTCOME

Participants will:

- Learn how to identify their target market.
- Learn how to share value and information to that market.
- Learn fundamental story telling techniques.
- Learn how to script and deliver elevator pitches.

TARGET PARTICIPANTS

All who work in customer fronting, leadership and sales positions.

Number of participants

Maximum of 20 participants

Duration

One day

Venue

Training Room of ASCM Secretariat Office
D-3-53, Block Dahlia,
10 Boulevard, Lebuhraya SPRINT, PJU 6A,
47400 Petaling Jaya, Selangor

Dates

- i. 3rd October 2017
- ii. 8th November 2017

FEE (no GST charged)

ASCM Members : RM 300 per pax
Non-ASCM Members : RM 380 per pax

PAYMENT

Full payment is required with registration, at least 7 days prior to the commencement of the course via either one of the following methods:

- Cheque made payable to the **ASSOCIATION OF STOCKBROKING COMPANIES MALAYSIA;**
or
- Bank Transfer or Interbank GIRO (IBG). The Association's banking details are as follows:-

Payable to : ASSOCIATION OF STOCKBROKING COMPANIES MALAYSIA

Bank Account No. : 562683206006

Bank Details : Malayan Banking Berhad

Damansara Jaya Branch, 65 & 67, Jalan SS 22/19, Damansara Jaya 47400 Petaling Jaya

*Please email a copy of the bank transfer or IBG confirmation to the Association at
education@ascm.org.my*

CANCELLATION

Cancellations will NOT be entertained. Nevertheless, substitute(s) will be accepted at no extra charge with 48 hours' notice.

DISCLAIMER

The Association reserves the right to amend the terms, course contents and programme without prior notice if it is deemed necessary to ensure the effectiveness and success of the programme.

WORKSHOP TIMETABLE

Day 1

9:00 – 9:15 a.m.

Introduction and Context

9:15 – 10:30 a.m.

Understanding Your Product

Expected Outcome

- Learn to connect with your product to communicate it.
- Identify what your product is for.
- Learn to understand what you sell.

10:30 – 10:45 a.m.

BREAK

10:45 a.m. – 12:15 p.m.

Understanding Your Audience

Expected Outcome

- Identify the audience YOU want to speak to.
- Learn to speak to your audience based on their needs.
- Develop an understanding of who needs/wants your product.

12:30 – 1:30 p.m.

LUNCH

1:30 – 2:00 p.m.

Story Telling to Enrol

Expected Outcome

- Learn to tell and sell ideas and products with stories.
- Develop core storytelling mechanics.
- Learn to script stories with purpose.

2:00 – 3:00 p.m.

BREAK

3:00 – 5:00 p.m.

Scripting and Practice

Expected Outcome

- Learn to develop an effective elevator speech.
- Start to improve the skills needed to communicate value first not products.
- Begin the delivery of your content to your target market.

5:00 – 5:30 p.m.

Debrief

5:30 p.m.

Adjournment

FACILITATOR PROFILE

Jean-Paul Valdes

Jean-Paul Valdes is the Founder and Managing Partner of The Valdes Group Pte. Ltd. and TVG Coaching and Training Sdn. Bhd. Having the experience of establishing his coaching, consulting and training business on his own, he leverages this experience in his coaching to help entrepreneurs, business owners and executives turn ideas into reality. He has spent over 9 years living and working in Malaysia and Singapore and brings global experience to his regional clients.

Career Summary

Jean-Paul's career in event management for a multi-national oil and gas association has seen him organise and execute conferences and events ranging for 40 to 22,000+ delegates from around the world. He worked closely with senior executives of with MNC's like ExxonMobil, Shell, Total, as well as national oil companies like PETRONAS, PERTAMINA in Indonesia, PTTEP in Thailand, and many more.



Coaching and Training Background

His training in coaching includes over 220 hours of training in ontological coaching from Accomplishment Coaching's Coaches Training Programme. During this training, he learned to support clients to change their behaviours, beliefs and habits to powerfully move forward and transform themselves. The by-product of this holistic approach culminated in him creating a new and unique coaching style - Onto-facilitative coaching.

Jean-Paul began his career in training by providing internal training for his employees and peer staff members. Upon starting out on his own, he created the Powerful Connections, communication training programme and has developed customized and unique team building programmes that blend experiential games, activities and in-depth debriefs to generate awareness and new actions.

Jean-Paul has worked with, among others, the:

- Business Network International
- Enagic Malaysia
- Islamic Secretariat Board
- IJM
- Society of Petroleum Engineers