



Presents



Challenges In Growing Your Business How Sales & Revenue Drive Growth

Christopher Randolph

Group CEO

CommTech Innovative Group Sdn. Bhd.

Christopher Randolph is Group CEO of CommTech Innovative Group Sdn Bhd, President of CommTech Innovative LLC (USA) and Executive Director of Young Citizens Malaysia Foundation.

Having spent 6 years as a military officer, Chris was ingrained with basic building blocks of management and leadership. Over the last 18 years, he has applied himself to the study and practice of professional selling, management, leadership, negotiation techniques, presentation skills, life purpose, goal identification and achievement, scriptwriting and marketing.

In almost two decades, armed with these skills, techniques and knowledge, Chris has not only assisted thousands of professionals, agencies and companies in hundreds of different industries in almost a dozen different countries to streamline sales and marketing processes, introduce sales systems to generate amazing increases in sales, revenue and profits, but also grown and expanded his companies into different geographical areas with profitability and certainty.

He is the author of the book *"The Sales Edge: The Difference between an Average Salesperson & the Successful Sales Professional"*, a powerful sales manual designed for both the novice and proficient salesperson. *"The Sales Edge"* describes the entire sales process in a clear concise manner with field-tested and proven strategies. Chris has also written *"How To Handle Every Single Objection"*, *"25 Ways To Increase Sales Now"* and *"The Sales Success Tool Kit"*. As an expert in traditional and modern digital selling skills, Chris invigorates sales results, presentation techniques and overall expertise in the offline and online marketing process.

Expanding on his talent and applying his management and leadership skills, Chris will share his experience during this talk.



**"Sales Problems Have
Sales Solutions"**

As leaders in business and commerce, we focus on generating growth, sustainability, revenue & profits. Attend the IMM CEOTalk and get Chris' insights on:

- *Factors Driving Business Growth*
- *Using Analytics In Business*
- *Possible To Have A 100% Closing Ratio?*
- *Build Killer Relationships With Customers*
- *Relationships = Trust = Sales = Growth*
- *Importance Of Effective Database*
- *Motivating The Teams That Drive Growth*

Get exclusive details on how Chris has built the foundation of an international enterprise that began from a tiny and modest formation to a high-powered niche consultancy & service provider to small, medium and large organizations in the USA and Asia.

BY INVITATION

WHEN & WHERE?

Date: Wednesday, 18 July 2018.

Time: 2:00 pm – 5:00 pm

Venue: Persatuan Alumni Universiti Malaya (PAUM) Clubhouse,
Lot 10476, Jalan Damansara Lama,
50480 Kuala Lumpur.

**All IMM Members are invited
Limited Seats, Register Now!**

Organized by:



INSTITUTE OF MARKETING MALAYSIA

Hosted by:



CommTech Innovative Group Sdn. Bhd.

TOTAL SOLUTIONS SPECIALISTS

MARKETING • CONSULTING • SEMINARS • ENTERTAINMENT



CEO TALK

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PROGRAMME DETAILS

2:00 pm : Registration & Networking

2:30 pm : Session with Chris Randolph
Q & A

4:00 pm : Refreshments

5:00 pm : End of Programme

REGISTRATION FORM

Please register the following participant(s) to the **CEO TALK**

No.	Name of Participant	Organization	Membership Number	Mobile	Email
1.					
2.					
3.					

Note: Corporate Members are invited to send three-(3) participants per organization.
Kindly fax completed form to IMM at: **03 – 7876 3726** or email to: **imm.malaysia@gmail.com**

FOR INQUIRIES & FURTHER INFORMATION PLEASE CONTACT:

INSTITUTE OF MARKETING MALAYSIA

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