



PRESENTS

A POWERFUL ONE-DAY SEMINAR

“Social Media Marketing & Client Attraction”

In today’s marketplace, being good is NOT good enough!

Social Media Marketing & Digital Technology Is A MUST In Today’s World

▪ Tuesday, 10 April 2018 ▪ 9am – 5 pm ▪
▪ SIME DARBY CONVENTION CENTRE, KUALA LUMPUR ▪



CHRIS RANDOLPH

• Author • Sales Coach • Marketing Specialist•

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

He is author of the book “The Sales Edge: The Difference between an Average Salesperson & the Successful Sales Professional”, a sales manual designed for both the novice and proficient salesperson. “The Sales Edge” describes the whole 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 “World’s Greatest Closes”. As an expert in traditional and modern digital selling skills, Chris will invigorate your sales results, presentation techniques and overall expertise in the offline and online marketing process.

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

PROGRAM DETAILS:

DATE : Tuesday, 10 April 2018

TIME : 9:00am – 5:00pm

VENUE : Sime Darby Convention Centre
1A, Jalan Bukit Kiara 1, Bukit Kiara,
60000 Kuala Lumpur.

SEMINAR FEE (per participant):

- Non-Members: RM900
➢ IMM Members: RM800
➢ Early Bird: RM699 (registered and paid by/before 23 March 2018).

THE SEMINAR

With Internet and Social Media expertise and applying fundamental sales and marketing skills, he is currently one of the world leaders in adopting these systems and scaling solutions to serve the needs and expectations of clients.

While there are SEO experts and Social Media gurus, he does not simply “post on your Facebook” or find synonyms to help you market on the Internet.

Utilising a comprehensive Internet and Social Media Action Plan, Chris determines your exact outcome you wish to accomplish, using digital technology, social media systems and Internet strategies to drive interested leads and prospects, takes them into a selling, relationship building, persuasion process and converts these into paying customers.

REASONS WHY THIS IS A “MUST ATTEND” SEMINAR

- Powerful & Effective One-Day Intensive Workshop That Will Change Your Sales & Revenue Results.
• How To Use Digital Technology & Platforms To Drive Inquiries and Sales.
• Advanced Effective Social Media Marketing Techniques.
• Sales Techniques & Processes To Convert & Persuade.

WHO SHOULD ATTEND

CEOs, Business Owners/Leaders, Senior Managers, Professionals and other individuals who want to understand the impact of social media online and offline marketing of their businesses and be updated on current best practice in Social Media Marketing.



Supported by:



Event Partner:





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“Social Media Marketing & Client Attraction”

CHRIS RANDOLPH



Author, Sales Coach & Marketing Specialist

In today's marketplace, being good is not good enough. Chris's success philosophy is two-fold.

Tuesday, 10 April 2018, 9am – 5pm Sime Darby Convention Centre, Kuala Lumpur

Be #1 In Your Industry & Destroy Your Competition in a Powerful & Effective One-Day Intensive Seminar Workshop to learn

- Digital Technology & Platforms To Drive Inquiries & Sales
Advanced & Effective Social Media Marketing Techniques
Sales Techniques & Processes Designed To Convert & Persuade

Will You Take This Opportunity To Surge Ahead? Find out more ...

- How to Build a Killer Social Media Presence
Lead Generation & Pipeline Marketing Secrets
Attract The Client You WANT To Work With
Communicate Value of Company, Product & Services
Position Yourself As The Expert
Awareness = Visibility = Inquiries = Sales



REGISTRATION FORM

Early Bird: RM699 IMM Members: RM800 Non-Members: RM900

(Please fax completed form with payment slip to IMM at: 03 - 7876 3726 or email to: imm.malaysia@gmail.com)

Early Bird Registration and Payment should reach us by/before 23 March 2018

Contact Person

Registration form fields: Organization/Company, Type of Business, Designation, Address, Telephone, Fax, Website, Email, Contact Person's Name, Designation, Telephone (DID), Mobile, Email.

[Please provide separate list for more than 2 persons]

Table with 6 columns: No., Name (as to appear on certificate), Designation, Email, Mobile, Membership No. Rows 1 and 2.

Mode of Payment:

[Please tick your selection & delete where appropriate]

- Cash, Cheque/IBG/Telegraphic Transfer No., Direct Bank-in to: Institute of Marketing Malaysia (RHB@SS2 Branch, A/C No.: 2124 – 0600 – 0113 – 19), Please invoice my company directly.

TOTAL IN RM:



Bill Code: 80408
Ref-1: Company Name /Individual Name
Ref-2: SMM&CA-100418

JomPAY online at Internet and Mobile Banking with your Current, Savings or Credit Card account

INSTITUTE OF MARKETING MALAYSIA

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