



Power Seminars | Motivational Workshops | Mega-Conferences | Business Kick-Off Meetings | Keynote Addresses

Raymond W. Phoon

Transformational Expert | Sales Psychologist | Motivational Speaker | Author | Master Trainer | Leadership Coach



Recognized as one of Asia's leading speaker, trainer and transformation consultant, **Raymond Phoon** has worked with thousands of professionals from leading MNC organizations, helping them improve their Leadership, Business Transformation, Professional Selling and Team Development abilities.

Over the last decade, he has traveled to countless of cities in the US, UK, Australia, South Africa, Poland, Spain, the Middle East Region, China, Japan, Thailand, Indonesia, Philippines, Singapore & Malaysia; spearheading business improvement, developing professionals and inspiring transformational growth in leading Fortune 500 organizations.

He speaks regularly at large scaled conferences, radio shows, business kick-off conventions, senior leadership programs as well as professional executive development seminars across the world.

Raymond is an accomplished business development expert, having amassed over 25 plus years of solid management, marketing and selling experience in various position of leadership, consulting & people development capacities with leading brands all over the globe. He is also the author of The DNA of a Sales Superstar and Success Guide 2.0.

Having completed his formal professional education in Ohio, USA, Raymond has been a honorary member of Who's who in Professional Organizations ever since; and is currently pursuing his Doctorate in Leadership Excellence.

His prized creation, The Sales Star Inventory, is currently used in over 17 countries as the benchmark in assessing, hiring & enhancing the capability and readiness of Sales professionals.

Aside from being a fully licensed facilitator and associate franchisee of the Directive Communication technology, a psychology-based approach to self-growth and team enhancement, Raymond is also the founder of The Sales Dynamics & Transformation Model, a powerful and practical performance & self-improvement system for developing sales professionals; as well as a AIOBP (USA) and Six Seconds (USA) EQ accredited trainer.

And as Managing Partner of The PowerUpSuccess Group and the creator of the Sales Success Strategy Impact System™, he has also helped inspire countless of high performing professional harness their optimum potential by embracing the The Power of I™ mindset.

To date, his business transformation concepts & breakthrough strategies have found their way to the hearts of countless successful organizations.

His signature programs include :-

Leadership	Sales & Marketing	Facilitation & Communication
The DNA of a Sales Superstar	Consultative Solution Selling	Six Disciplines of Breakthrough Learning
Transformational EQ Leadership	Advanced Sales Management	Advanced Sales Presentation
Success Strategies for Entrepreneurs	Strategic Marketing Secrets	Ultimate Peak Performance

Some of the key clients he has worked with, include **AGFA, AIA, Arab National Bank, ASTRO, AVNet, BMW, Cardinal Health, CISCO, Citibank, DELL, DHL, DIGI, Edward LifeSciences (Asia), Fujitsu, HP, INTI University, IOI Corporation, Johnson & Johnson, Maybank, Mega Consult Saudi, MSIG, Nestle, OCBC, Saudi Telekom Corporation, SEGI University Group, Singtel, Tawuniya Insurance (Saudi), UOB, and Volkswagen. & many more.**

A highly dynamic speaker, Raymond delivers his training with high energy and has an uncanny ability of developing strong affinity with his audience, creating the ideal environment for lasting impressions and learning impact.

Credentials

- ◆ Certified Speaking Professional, National Speakers Association
- ◆ Certified Training Professional, Master Trainer, UK
- ◆ Certified Sales Professional, Master Trainer, USA
- ◆ Certified Trainer & Coach, Six Disciplines of Breakthrough Learning, USA
- ◆ Certified Directive Communication Facilitator
- ◆ Certified Executive Coach, Marshall Goldsmith Team
- ◆ Certified 6 Seconds EQ Facilitator & Coach, USA
- ◆ Accredited John Maxwell Team Leadership Coach, USA
- ◆ Professional Member, Global Speakers Federation
- ◆ Regional Director, Sales Marketing Institute International
- ◆ Chartered member of British Psychology Society
- ◆ Chartered member of American Institute of Business Psychology
- ◆ Immediate Past President, Malaysian Association of Professional Speakers
- ◆ Resident Sales Coach, Business FM
- ◆ Top 50 emerging entrepreneurs award, 2004
- ◆ BSc.BA, Bowling Green State University, Ohio, USA
- ◆ MBA, Preston University, USA
- ◆ Chartered member of Who's who in Professional Organizations, Worldwide

Testimonials from around the world about Raymond & his programs

I was very happy with the training that Raymond delivered in our Global Business Kick-off event. He brought the message home and helped set the right tone for our successful leadership meeting. -
President, Silterra Semiconductor, USA

I have known and worked with Ray now for about several years, firstly in my capacity as International President of the Global Speakers Federation and as the National Director of the Referral Institute. Ray is an excellent speaker and sales trainer, he has an in depth knowledge of his subject matter and not only that he walks his talk every day. Ray is one innovative guy having authored books and created some amazing sales and profiling tools. I thoroughly recommend him to anyone seeking assistance in taking their business to the next level, either as an in house trainer or speaker at your next company conference.

Lindsay Adams CSP National Director, Referral Institute, Australia

As growth is the central theme to our business, we needed to ensure that we have the necessary capability in our organization to support these demands. In order to facilitate the equipping of our talents, we needed a capable partner that was able to train and deliver to regional audiences. With this in mind, we selected PowerUpSuccess, who was highly recommended by peers from our HR networks, who had also benefited greatly from their expertise. And they certainly lived up to their reputation of delivering high impact, engaging and insightful programs ! Our participants from India, China, Korea, Singapore, Malaysia, Australia, Taiwan truly had a positive and enriching experience with their program. Raymond Phoon did a fantastic job and our participants definitely learned much from his training session.

Regional HR Director, Edwards Life Sciences, Asia Pacific

Ray Phoon is a great advocate of EQ Leadership insights. He was able to capture the audience attention with his energetic facilitation style. As lead facilitator, he delivers superb training putting the delegates at the heart of the learning experience.

Carl Garner, Managing Director, CBL-Consultants, UK

Using Raymond's value recovery strategies in one of our negotiations, I was able to increase a deal with a difficult customer from 1 Million Euros to 2.9 Million Euros.

Regional Sales, Siemens Energy Asia Pacific

I am very impressed with Raymond. He had good control of the audience's attention and created excitement in the training with his style. The workbook was very useful and his principles can be practically implemented in our sales call strategy.

Sales Trainer, Inside Sales, INTEL, Asia Pacific

After attending PowerUp's Practical Direct Sales Training, I feel more motivated and confident, especially now, knowing better how to attract, maintain the client's attention and influence them for the deal close.

Direct Card Sales, Senior Sales Officer, Citibank

Raymond is one of the top sales trainers in Asia, and perhaps in the world. His diagnostic approach and comprehensive methodology guarantees that your team will sell more. He's a real class act, and I would JUMP at the opportunity to work with him.

Orvel Ray Wilson, CSP, Best Selling Author - Guerrilla Marketing, The Guerrilla Group, inc

Raymond, your session was nothing short of inspiring and motivating! Our group of highly experienced sales outlet managers can be very tough audience to some, but you have managed to capture their interests and attention right up from the beginning. Your knowledge, energy and the undeniable truth of your messages to them are just impeccable. You'll be a great asset to any organization who is in the look for similar program. Terrific job!!

MN Sham Abu Hassan, Senior Mgr, Nissan Sales & Service Way, Quality Assurance

I recently had the pleasure of attending one of Raymond's training. His sessions were well planned. He has also proven to be a really good trainer who brought the topics to life with relevant examples & fun activities. He is truly knowledgeable and fielded questions professionally.

Gina Hew - Sales Project Manager, GSK Consumer Healthcare

This training is very different from previous training that I have attended. Now I can see from the customers' perspective and approach them better to develop better relationships.

Team Leader, Inside Sales, INTEL, Indonesia

Raymond Phoon is a very knowledgeable, creative and energetic consultant and coach. I found his coaching and consultative work to be top-notch. He's a quick thinker and he's often able to pinpoint the deeper issues that plagued my sales and marketing efforts in just a few simple questions. His years of experience, both as an employee and business owner, allows him to offer effective sales and marketing solution. Being a strategic thinker, he doesn't just offer solutions, but is often able to come up with simple strategies to improve the sales and marketing process

Dr. Kevin Ong, M.D., Business Marketing Coach, Singapore

Raymond is a very skilled presenter. In the first few minutes he managed to get everybody's full attention. He kept the the topic very interesting. I'll certainly profit from his information sharing. He is certainly a benchmark in this. The slides on Fear to Courage, Frustration to Excitement was one of the key-slides for me. Very good and inspiring. Right on the point! Very helpful.

Bormann, Alexander, Director of Sales, BWF Environmental and Industrial Technology, North China

Excellent training. I now have a better grasp of our product differentiation and how to align of strategies to be more compelling to the customer.

Regional Sales Manager, Schneider Electric, UK

It's great to hear your very impressive sharing last Friday!!! It brings out some thoughts on how I should deal with and embrace the change in my organization better.

Nana, HR Manager, OCBC Shanghai

This was a very useful course. Raymond was able to give relevant examples to explain his key account management principles. I am impressed with his knowledge of the industry.

Inside Sales Manager, CISCO Asia Pacific

Raymond did an outstanding job guiding us in our recent regional strategic planning session with our senior leadership team. He provided valuable input and created the right environment to help facilitate our creative and visionary thinking.

Vice President, Aker Kvaerner, Asia Pacific

I am happy to say that my team is bringing the experience that they learned at the Exceptional Presentation Skills Workshop, to their jobs each time when they prepare & deliver presentations. For me personally, I am applying the principles you shared, and glad that my presentations are getting more impact-ful, influential and keeps the audience wanting more.

Deputy Managing Director – SPA Ad, Thailand

I was one of the audience in seminar of "How to build high performance culture" last Friday in Shanghai. Truly appreciated Ray's splendid presentation which was insightful and enabled us to have an inspiring time there.

Kit Wang, HR Manager, Astrazeneca, China

I found the Sales Intelligence training highly inspiring and took back useful principles to help me have a more structured approach in my thoughts and actions as well as to better understand the needs of my team & how I can fulfill those needs to motivate, encourage and grow them in their day to day jobs.

Commercial Director - Bausch & Lomb, Malaysia

Raymond's Sales Star Inventory profiling helped us to better identify the core strengths and development areas of our sales people and provides us with a good platform to manage and grow our key talents.

Product Director - AGFA Healthcare, Australia

Raymond Phoon is a natural speaker when it comes to adding value to customers like us. He knows how to add value to what we need in boosting our sales volume and training our entire sales team. He's a very passionate professional speaker and trainer when it comes to "how to sell creatively and not forgetting to have fun!"

Our entire P1 (Packet One Networks) is still using the Sales methodology that he has designed and built for us. He's gone the extra mile too to ensure that our spread out sales force throughout Malaysia benefited from this energy loaded and fun program P1 Super Sales Force training curriculum.

Senior L&D Manager - Packet One Networks

Raymond demonstrates an uncommon commitment to work with our management team to provide impactful learning & development programs. His capabilities & value as our organization's L&D partner goes beyond the "text book" and industry standard practices. He melds these and our organization's requirements and aspirations into an immersive L&D experience. I attribute our organization's significant & meaningful performance improvements, especially in the aspect of positive human capital development, to the well rounded and high quality of Raymond's competencies and effectiveness.

CS Teoh, Managing Director -Visual Solutions Group

Snapshots of past events



600 pax event @ Malaysian Insurance Institute



Sales Keynote @ Johnson & Johnson Thailand



"Go for Gold" Agency Sales Conference for Tokio Marine



Power of I Motivational Talk Maybank SME Banking, 400 pax



Motivational Talk @ Pita Maha Resort, Bali, Indonesia



Sales Conference Kick- Off 300 pax, OCBC Malaysia



700 pax event @ Malaysian Insurance Institute



500 pax event @ BFM Conference



Sales Conference Kick- Off 300 pax, Naza Group



Nationwide RHB Sales Talks 1,000 pax



Sales Conference Kick- Off 300 pax, Rentokil Malaysia



National Convention, Malaysian Association of Professional Speakers

Snapshots of past events



500 pax event @ HLA
Sales Kickoff



1,000 pax event @ Public Mutual
National Sales Convention



"Go for Gold" Agency Sales
Conference for MSIG



"Going Beyond" @ Singapore
Institute of Management



Platform Talk @
Harvard Medical School, USA



Forum Speaker @ National
Speaker's Assoc. Australia

Raymond Phoon's Accolades & Affiliations



**Author & Sales Psychologist
International Motivational Speaker**

Website & Blog
www.raymondphoon.com

Youtube Channels

<http://www.youtube.com/watch?v=X10EGTDp7FU>
http://www.youtube.com/watch?v=7MC9_IX1FWU
<http://www.youtube.com/watch?v=UwB7vl3qCII>

- Managing Partner & Co-Founder of PowerUpSuccess Group
- Regional Director, Sales Marketing Institute International
- Certified Trainer & Coach, Six Disciplines of Breakthrough Learning
- Creator, Sales Star Inventory Profiling for Sales Professionals
- Certified Speaking Professional, NSA, USA (Top 10% globally)
- Certified Psychometric Test Specialist, British Psychology Society
- Member of Global Speaker's Federation
- President, Malaysian Association of Professional Speakers '11-'13
- Founder & franchise creator of The Sales Star Academy
- Top 50 Emerging Entrepreneurs award, 2004
- Chartered member of Who's who in Professional Org, Worldwide
- Chartered member of American Institute of Business Psychology
- Founder, The Power of "I" Transformation Series
- Certified Sales Professional, Master Trainer
- Creator of 6 Seconds Sales EQ Empowerment
- Certified 6 Seconds EQ Facilitator & Coach
- Certified Training Professional, IPMA Master Trainer, UK
- Certified Directive Communication Facilitator
- Certified Executive Coach, Marshall Goldsmith Team
- Associate Partner, CRG Leadership, Canada

Raymond is the Author & Creator of the following Products, Books & Tools :

