



Association of Professional Trainers SINGAPORE

SYNOPSIS

Selling on Stage – It’s all about “Dancing with Wolves”

Selling on stage, or to a room full of potential buyers, often resulted butterflies in the stomach, and any ordinary trainers or speakers would ended up going through motions, delivery the content, and pray.

We all know such session will least likely to convert any successful sales.

Over the years of selling on stage since 2006, I have developed a set of “Dancing with Wolves” steps resulting average 20 – 30% of successful sales conversion in every session of talk.

In this 30 min talk, I will summarize the steps that helped all these while.

SPEAKER

Graduated from National Universities of Singapore, and entered into the corporate world when the economy was suffering from the uncertainties of the first Gulf War in 1991. Even though he started with a humbling job, he rose up through the rank and files of the corporate world and became the youngest director of an MNC.



At the peak of his career, Marcus was fully aware about the development of the economic and financial world that eventually leads to cyclical turmoil, and Marcus believes too, whenever there are risks, there will always be opportunities.

As a strong believer of the need to build up his own personal financial freedom, Marcus started his part time trading career in various trading markets and instruments since 2001.

In 2006, Marcus, together with his partner Jerome Fan, founded several businesses in Financial Trading software, technical analytical tools and trade automations. Throughout these years, Marcus focuses on the area of sales and clients acquisitions. Jointly they have coached thousands of clients in the area of financial trading.

In late 2012, Marcus and Jerome were invited to incorporate and founded Brightwin Securities & Finance Limited, a fully licensed Brokerage firm, head quartered in New Zealand, and have integrated state-of-the-art trading system and platforms.