HUMANOTORIAL

ISSN (2600-7533)

OCTOBER 2026 | ISSUE 25



CARA BERKESAN MENANGANI PERMINTAAN PELANGGAN: MENGUBAH CABARAN MENJADI PELUANG

MEYAKINKAN PELANGGAN: TEKNIK ATASI KERAGUAN SEBELUM PEMBELIAN

MASTERING CUSTOMER NEGOTIATION: STRATEGIES FOR SALES SUCCESS

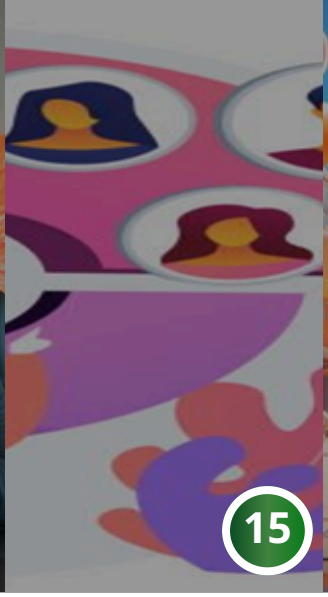
UKURAN PENCAPAIAN & LATIHAN MENINGKATKAN PRODUKTIVITI

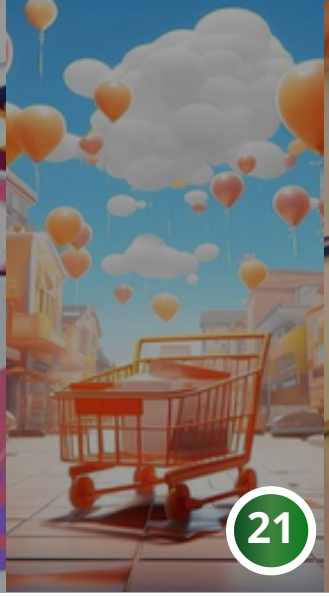
NO ONE KNOWS RUBBER LIKE MALAYSIA DOES:

MRC'S ROLE IN SHAPING THE INDUSTRY'S NEXT GROWTH CYCLE

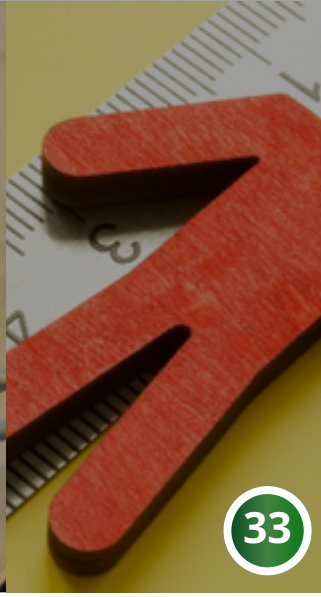
PERCUMA / FREE DISTRIBUTION











NEWS/BERITA

3 **Happenings**

FEATURES/RENCANA

6 **No One Knows Rubber Like Malaysia Does: MRC's Role in Shaping the Industry's Next Growth Cycle**

15 **Cara Berkesan Menangani Permintaan Pelanggan: Mengubah Cabaran Menjadi Peluang**

21 **Meyakinkan Pelanggan: Teknik Atasi Keraguan Sebelum Pembelian**

26 **Mastering Customer Negotiation: Strategies For Sales Success**

33 **Ukuran Pencapaian & Latihan Meningkatkan Produktiviti**

GALLERY/GALERI

EDITORIAL TEAM/SIDANG PENGARANG

Editorial Advisors

- Y.M. Tengku Shamsulbhari AlHaj Tengku Azman Shah
- Dato' Sri Dr. Mohd Nizom Sairi
- Tan Sri (Dr.) Ambrin Buang
- Datuk Dr. Leow Chee Seng
- Mejar General (Dr.) Abdul Karim Ahmad
- Datuk Seri Dr. Mohd Azhar Hj. Yahya
- Dato' Seri Dr. Chen Chaw Min
- Datuk Juhari Haron
- Datuk Wira (Dr.) Aria Putera Ismail
- Datuk Jeffri Abd. Rasid
- Datuk Hj. Shamsul Bahari Abd Aziz
- Datuk Nor Azmi Bin Karim
- Dato' Seri Abdul Malik Abdullah
- Dato' Sivasuriyamoorthy Sundara Raja
- Dato' Hj. Munir Mohd Nawi
- Dato Zainal Azman Abu Seman
- Dato' Dr. Zahari Husin
- Ir. Hj. Omar Mat Piah
- Ts. Dr. Siti A'iasah Binti Hashim
- Azmi Mohamed
- Mad Yusof Yazid
- Najihah Abas
- Mazmalek Mohamad
- Jamal-Ud-Deen Nasir Khan Ghulam Nabi
- Zaily Ayub
- Abdul Rashid Bahri
- Hajah Saadatul Nafisah Bashir Ahmad

Editors

- Datuk Dr. Leow Chee Seng
- Dr. Vincent Leong
- Wan Nuradibah Wan Hanaffi

Designers

- Wan Nuradibah Wan Hanaffi

Contributors

- Datuk Dr. Leow Chee Seng
- Dr. Vincent Leong
- Tang Choon Koon
- Muhammad Eizaaz Muhammad Redzuan

Published quarterly by
HUMANOLOGY SDN BHD
73-3 Amber Business Plaza, Jalan Jelawat 1, Cheras, 56000 Kuala Lumpur.
+6018-2136755 / +6016-6766755 info@hba.com.my www.hba.com.my

HAPPENINGS

JULY

July was an active month of learning, strategic engagement, and collaboration. A key highlight was The Unwritten Rules You Must Understand Before Engaging Government Seminar, alongside AI Toolkit for Educators, reflecting Humanology's continued focus on practical knowledge and future-ready capabilities. The month also saw extensive engagements with SIRIM, Jabatan Peguam Negara, PETRA, Jabatan Penjara Malaysia, Jabatan Kastam, MIDA, MATRADE, Malaysian Rubber Council, and other partners. July concluded on a meaningful note with the Tan Sri Ambrin Book Launch, celebrating another milestone in Humanology's knowledge and thought-leadership journey.

AUGUST

August centred on capability-building and strategic connections. Humanology conducted Science for Body Language and Rethinking the Future Force, while continuing engagements related to key projects and organisational development. The month also featured courtesy visits and meetings with Pengurusan Aset Air Berhad, MGTC, Khazanah Nasional Berhad, TV Al-Hijrah, MiDAS, Boustead Properties Berhad, and various industry partners, further expanding Humanology's network across the public and private sectors.

SEPTEMBER

September brought together leadership, learning, and industry engagement. Humanology participated in the CHRO Forum, HR Future Leaders Forum, MAHA 2026, and the 26th Conference and Exhibition on Occupational Safety and Health (COSH 2026), while also conducting Canva Training and a Sexual Harassment programme. The month continued with Student Research Project Supervision and engagements with organisations including KUSKOP, MOSTI, Arkib Negara, PTPK, SIRIM Berhad, JPPKK, MiDAS, and other industry partners, reflecting Humanology's continued commitment to knowledge development and cross-sector collaboration.

We Know How, We Know Who



How Good Are You at Using AI?

A 2-Day Practical AI Training Programme

Build Practical Skills. Work Smarter. Get Ahead.

AI is changing the way we work. This structured, hands-on training programme equips participants with practical skills, techniques and confidence to work smarter, faster and more accurately with AI in daily work.

AI Profiling Self-Check

Scan to discover how well you are using AI before the training.

DATE:
1–2 December 2026

LOCATION:
Mines Beach Resort

HRD CORP
HRD Corp Claimable

Programme Objective

- Develop practical skills in using AI tools for everyday workplace tasks.
- Improve speed, accuracy, productivity and quality of work through AI assistance.
- Enable participants to use AI confidently while retaining human judgement, confidentiality and responsibility.

Why This Programme Matters

- Practical workplace application
- Faster reporting and communication
- Better use of business information and data
- Responsible use of AI at work

We Know How, We Know Who

Is This Programme Right For Your Team?

Who Should Attend • Why Organisations Send Their Teams • Registration

Who Should Attend

1. People who prepare reports, proposals, minutes, emails or presentations
2. People who search for information and summarise documents
3. People who work with Excel, spreadsheets or business data
4. People who analyse information for management decisions
5. People who handle repetitive administrative work
6. People who coordinate projects, processes or workflows

Suitable for Employees, Executives, Administrators, Supervisors, Managers, Professionals, Business Owners, Educators, Researchers and Officers.

How You'll Learn

Briefing | Demonstration | Practice | Simulation | Exercises | Coaching

Why Organisations Send Their Teams

Build practical AI capability across the workforce
Give your team the skills and confidence to apply AI in their daily work.

Improve productivity and work quality
Automate routine tasks, reduce errors and deliver better results—faster.

Support better reporting, communication and decision-making
Turn data into clear insights and communicate with impact.

Use AI responsibly with human judgement and confidentiality
Promote ethical, secure and responsible AI use in every part of your organisation.

Fees & Registration

STANDARD FEE
RM 2,999
per participant

Group rate available for team registration.

GROUP OF 3
RM 2,799
per participant

Training Helpline:
018-213 6755

WhatsApp Us

Limited seats.
Reserve your team today.

EQUIP YOUR TEAM TO WORK SMARTER WITH AI



NO ONE KNOWS RUBBER LIKE MALAYSIA DOES: MRC'S ROLE IN SHAPING THE INDUSTRY'S NEXT GROWTH CYCLE

Muhammad Eizaaz Muhammad Redzuan
Chief Executive Officer
Malaysian Rubber Council

Malaysia's Rubber Industry at a Turning Point

For more than a century, rubber has been part of Malaysia's industrial identity. It has supported plantations, factories, export markets, healthcare supply chains and the country's reputation as one of the world's most experienced rubber economies. Today, Malaysian rubber products continue to serve hospitals, laboratories, factories, cleanrooms, automotive supply chains and industrial applications across the world.

However, the global environment has changed. Buyers are no longer looking only at product quality, price and delivery. They now want to know how products are made, where materials come from, whether workers are recruited responsibly, how emissions are measured, how waste is managed and whether manufacturers can provide credible proof of compliance.



This is the new test for Malaysia's rubber industry. The issue is no longer whether Malaysia can produce rubber products. That has already been proven. The real question is whether Malaysia can continue to lead in a market shaped by sustainability, traceability, higher regulatory standards, ethical sourcing and stronger buyer scrutiny.



Rubber Industry Remains Relevant

Rubber remains highly relevant because it continues to be used in essential sectors. Gloves and medical rubber products remain important to healthcare systems. Engineered rubber components, seals, hoses, automotive parts, infrastructure-related products and specialised industrial solutions remain important to manufacturing, mobility, oil and gas, cleanroom environments and advanced industrial applications.



What is changing is not the relevance of rubber, but the basis of competition. The future will not be won by producing more alone. It will be won by producing smarter, cleaner, more specialised and more trusted rubber products.

For Malaysia, this creates an important opportunity. The country already has deep industry experience, technical knowledge, manufacturing credibility and global recognition. The next challenge is to convert these strengths into higher-value products, stronger sustainability credentials and clearer market differentiation.



MRC's Evolving Role: From Promotion to Transformation

Under the leadership of Muhammad Eizaaz Muhammad Redzuan, the Malaysian Rubber Council (MRC) is repositioning its role to support this transition. MRC is no longer only focused on export promotion. While market access remains important, the Council's role has expanded to include sustainability readiness, ESG support, technology adoption, commercialisation, SME capacity building, market intelligence and stronger global branding.

This wider role reflects the transformation from the Malaysian Rubber Export Promotion Council to the Malaysian Rubber Council. When the organisation was established in 2000, the main priority was to help Malaysian rubber products reach international markets. Today, the challenge is broader. Malaysian companies must not only reach global buyers; they must also meet the standards and expectations that determine whether they remain credible and preferred.



In this environment, market access is increasingly linked to proof. A company may have a strong product, but if it lacks carbon data, sustainability reporting, traceability documentation or labour compliance systems, its competitiveness can be weakened. MRC's task is therefore to help the industry become more ready, more credible and more promotable in the global market.

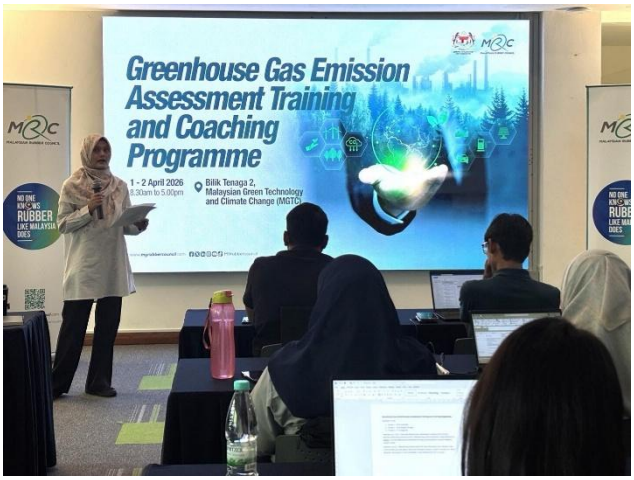
A Strong Position, But No Room for Complacency

The industry's numbers show that Malaysia continues to have a strong global position. Malaysian rubber products have reached close to 195 countries, reflecting the sector's global footprint. Rubber product exports increased from RM5.7 billion in 2000 to RM21.9 billion in 2025, while glove exports grew from RM3.3 billion to RM14.0 billion over the same period. These figures show scale, experience and international credibility.



However, these numbers should not lead to complacency. Global reach must be supported by certification, traceability, sustainability data and continuous innovation. Export value must be protected through productivity, product differentiation, automation, digitalisation and stronger compliance capability.

Malaysia's rubber industry remains relevant, but that relevance must now be defended under tougher global conditions.



Sustainability as Market Access

Sustainability is one of the most important parts of this shift. ESG is no longer only a reporting exercise or a corporate

responsibility theme. It has become part of the commercial qualification to sell. Buyers, regulators and supply chain partners increasingly expect products to be responsibly sourced, ethically produced, traceable, lower-carbon and supported by credible evidence.



MRC's sustainability initiatives are designed to help the industry respond to these expectations. The MRC ESG Guidelines and Self-Regulated Checklist provide companies with a practical starting point to identify sustainability issues, organise ESG data and strengthen reporting. This is especially useful for small and medium-sized enterprises that may not have dedicated sustainability teams.



The Low Carbon Transition Roadmap for Malaysian Rubber and Rubber Product Manufacturers, developed with the Malaysian Green Technology and Climate Change Corporation, provides a more structured pathway for the industry to move towards lower-carbon manufacturing. The STRIDE Fund further supports SMEs by helping them access sustainability officers and ESG consultancy, closing an important resource gap in implementation.

The deeper message is clear: sustainability should not be treated only as a compliance burden. It is now part of market access, buyer confidence, financing, branding and long-term competitiveness.

Supporting SMEs and Industry Readiness

Transformation cannot happen only among large companies. SMEs are a key part of the rubber value chain, but they often face tighter cash flow, limited ESG expertise, fewer reporting systems and less capacity to invest in automation or sustainability.



If SMEs are left behind, the industry's transformation will be uneven. A few leading firms may be able to meet global requirements, but the wider ecosystem may still face reputational and compliance risks.

MRC's role is to make upgrading more practical. Through ESG tools, low-carbon guidance, funding facilitation, capacity-building programmes and export readiness support, the Council helps SMEs understand

market requirements and prepare for the next level of competition.



This support is important because global expectations are becoming more complex. Companies must be able to demonstrate not only product quality, but also responsible practices, credible documentation, sustainability data and compliance readiness.

Innovation and High-Value Rubber

Innovation is another important part of Malaysia's rubber future. The industry cannot rely only on legacy products or past achievements. It must turn research, technology and market insight into products that customers are willing to buy.



High-value rubber products require engineering, testing, certification, customer understanding and commercialisation support. Through initiatives such as the Industry Linkage Fund 2.0, the MRC Commercialisation Fund and the Fund for Automation and Green Technology, MRC supports new product development, improved production processes, automation, digitalisation and green technology adoption.

The commercialisation of eco-advanced materials from nitrile glove waste and industrial by-products is one example of how rubber waste can be turned into new value. Such innovations support the circular economy while creating new product opportunities. They also show that sustainability and commercialisation can move together when technology, funding and market access are properly aligned.



Malaysia's future rubber story should therefore be about knowledge, value and problem-solving capability, not only production volume.

Competing Beyond Cost

Malaysia must also compete beyond cost. Countries with larger production capacity can put pressure on prices, while raw material volatility, energy costs and labour constraints can affect margins. For this reason, Malaysia's future advantage should not be based only on being cheaper.

The stronger advantage lies in trusted, specialised, compliant and sustainable rubber products. Quality remains important, but it

must now be supported by technical capability, responsible practices, transparent documentation, sustainability credentials and strong branding.

A product that performs well must also be traceable, responsibly made and supported by data. This is how Malaysia can move away from pure price competition and position its rubber products as credible, reliable and difficult to replace.

Expanding Market Access and Global Branding

Market diversification is equally important. Traditional markets such as the United States, Europe and Japan remain significant, but overdependence on a few markets can expose the industry to tariff changes, regulatory shifts, geopolitical tension and procurement risks.



Growth opportunities in regions such as the Middle East, North Africa, Latin America, and Eastern Europe can help Malaysian companies build broader resilience.

Through trade exhibitions, marketing missions, buyer engagement, business matching and market intelligence, MRC helps Malaysian manufacturers access both established and emerging markets with greater confidence. This is not only about chasing new sales. It is also about reducing risk and expanding Malaysia's relevance in different regions.



At the same time, stronger global branding is needed to renew Malaysia's reputation in rubber products. Malaysia's advantage is not only its long history in the industry, but its ability to deliver quality, trust, sustainability and technical capability in a changing global market.

A Coordinated National Rubber Ecosystem

Industry transformation requires coordination. MRC works within a wider ecosystem that includes the Ministry of Plantation and Commodities, the Malaysian Rubber Board (MRB), Malaysian Rubber Glove Manufacturers Association (MARGMA), Malaysian Rubber Product Manufacturers Association (MRPMA), the Malaysian Green Technology and Climate

Change Corporation (MGTC) and other stakeholders.

Each organisation plays a different role. MRB contributes research and technical capability. MARGMA represents the glove sector and its market-facing concerns. MRPMA provides ground-level industry feedback, including from SMEs. MGTC supports the low-carbon transition agenda. The Ministry provides policy direction and national alignment.

MRC helps connect these priorities into industry-facing programmes and global positioning. This alignment matters because global buyers want clarity. They want to know what Malaysia stands for, how the industry is upgrading and whether Malaysian rubber products can continue to be trusted.

A coordinated national ecosystem strengthens that confidence.

From Legacy Strength to Future Advantage

Malaysia's rubber future will not be secured by history alone. It will be shaped by sustainability, innovation, technology, commercialisation, buyer trust and disciplined execution.

MRC's evolving role is to help the industry prepare for these demands and ensure that Malaysian rubber products remain credible, relevant and preferred. Through ESG tools, low-carbon guidance, SME support, commercialisation funds, automation and green technology incentives, trade promotion, business matching, market intelligence and stakeholder collaboration, MRC is helping to build the conditions for future competitiveness.



The message is clear: rubber is not an industry in decline. It is a future industry under higher expectations. Malaysia does not need to defend rubber as a traditional sector. It needs to lead rubber as a trusted, sustainable and high-value industry for the next growth cycle.



01

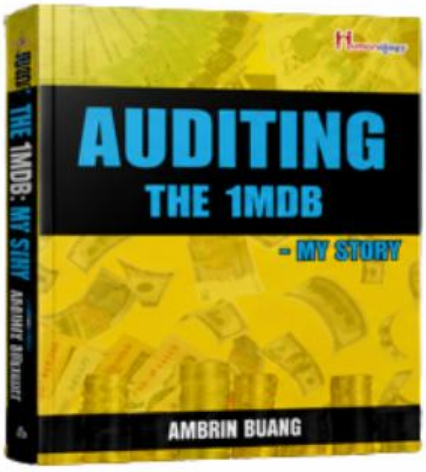
We Know How, We Know Who

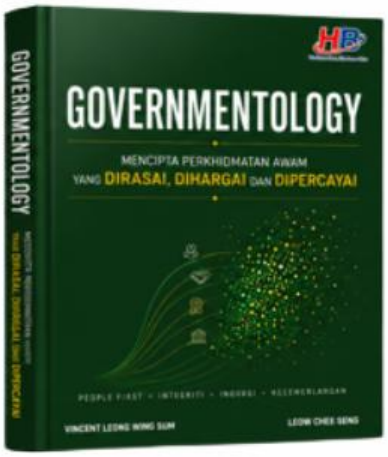
HUMANOLOGY

KATALOG BUKU DAN BAHAN ILMIAH

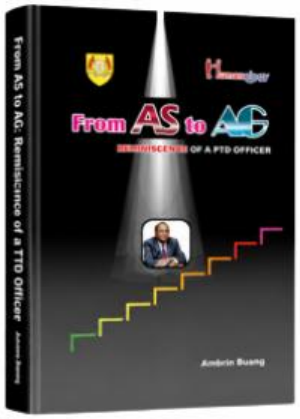
Pentadbiran Cukai, Sektor Awam dan Reformasi Kerajaan

Pengetahuan untuk sistem percukaian yang lebih adil, perkhidmatan awam yang cemerlang dan tadbir urus kerajaan yang berkesan.



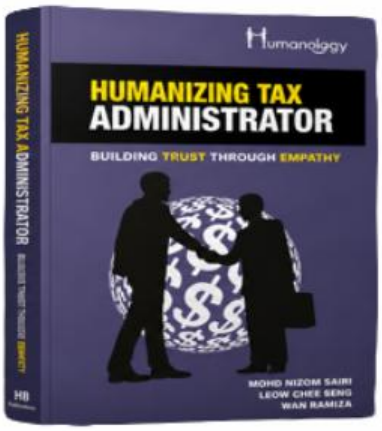












Kecemerlangan Kepimpinan dan Penyeliaan Berkesan

Program 3 hari untuk membina pemimpin dan penyelia yang lebih yakin, berpengaruh dan berprestasi tinggi.

In-House • Praktikal • Berimpak Tinggi

PEMIMPIN LEBIH YAKIN | PASUKAN LEBIH PRODUKTIF | ORGANISASI LEBIH BERJAYA

Imbas untuk menonton video

Mengapa Program Ini Penting?

- Komunikasi tidak jelas menjejaskan prestasi pasukan
- Penyelia baharu sering kurang tools untuk membimbing staf
- Pengurusan emosi yang lemah mengganggu kerjasama
- Masalah kerja lambat diselesaikan apabila pemikiran analitik kurang diasah

Apa Yang Peserta Akan Peroleh

- Kepimpinan yang lebih yakin dan terarah
- Kemahiran komunikasi yang lebih berkesan
- Penguasaan EQ dan NLP untuk mempengaruhi dengan lebih baik
- Keupayaan menyelesaikan masalah secara praktikal
- Motivasi pasukan yang lebih tinggi
- Pemikiran kerja yang lebih strategik dan produktif

Sorotan Program 3 Hari

HARI 1



- Asas kepimpinan dan penyeliaan berkesan
- Ujian psikometrik personaliti dan potensi diri
- Aktiviti individu dan kumpulan

HARI 2



- Kemahiran penyeliaan dalam organisasi
- Kecerdasan emosi (EQ) dalam kepimpinan
- Kemahiran komunikasi melalui NLP

HARI 3



- Kemahiran berfikir dan penyelesaian masalah
- Kepimpinan berpasukan dan motivasi
- Rumusan, penilaian kursus dan penutup

Sesuai Untuk

- CEO
- Pengurus Kanan
- Ketua Jabatan
- Ketua Pasukan
- Penyelia
- Bakal Pemimpin

Metodologi Pembelajaran

- Kuliah interaktif
- Audio visual
- Peranan-main
- Kuiz
- Aktiviti gamifikasi
- Perbincangan mikro
- Maklum balas
- Pra & Pasca Penilaian

*Bina pemimpin dan penyelia yang bukan sahaja memahami peranan, tetapi mampu **menggerakkan prestasi organisasi.***

Sesuai untuk pelaksanaan in-house dan boleh disesuaikan mengikut keperluan organisasi anda.

Humanology Sdn Bhd



CARA BERKESAN MENANGANI PERMINTAAN PELANGGAN: MENGUBAH CABARAN MENJADI PELUANG

Di sebuah pusat beli-belah yang sibuk, cahaya matahari memancar masuk melalui tingkap-tingkap besar, menerangi deretan produk elektronik terbaru yang tersusun di atas rak. Dalam kalangan pelanggan yang lalu lalang, seorang lelaki pertengahan umur berdiri di hadapan sebuah telefon pintar baharu, wajahnya menunjukkan tanda-tanda keraguan dan kebimbangan. Dengan suara yang tegas, dia berkata kepada jurujual di kaunter, “Saya tak mahu barang percuma, awak bagi saya harga murah saja.” Sebaik saja kata-kata itu terucap, beberapa pelanggan di sekeliling menoleh, seolah-olah menantikan bagaimana jurujual tersebut akan menjawab cabaran ini.

Jurujual itu kelihatan sedikit canggung, namun dia dengan cepat mengembalikan senyuman profesionalnya. Dengan nada yang sedikit kaku dan tidak beremosi, dia menjawab, “Maaf, barang percuma memang tak boleh ditukar dengan wang tunai, harga pun tak boleh dikurangkan lagi.”

Suasana di dalam kedai tiba-tiba menjadi tegang. Para pelanggan yang lain berhenti berbual dan menoleh ke arah pelanggan yang sudah jelas tidak berpuas hati. Wajahnya menampakkan rasa marah, dan tangannya yang memegang telefon mula menggenggam lebih erat. Jurujual itu berpaling semula ke rak untuk menyusun barang, seolah-olah perbualan itu tidak lebih daripada satu gangguan kecil dalam tugasnya. Namun pelanggan itu tidak senang hati, dia menaikkan sedikit suaranya, “Awak ini terlalu tegaslah, tak boleh bincang ke? Saya tak perlukan fon telinga percuma tu, saya cuma nak diskaun.”

Pada ketika ini, ramai jurujual mungkin akan tetap berpegang pada polisi syarikat atau mengalihkan tanggungjawab kepada peraturan syarikat bagi mengelakkan perdebatan lanjut dengan pelanggan. Namun, tindakan seperti itu

sering kali membuat pelanggan merasa diabaikan atau dipinggirkan, malah mungkin membawa kepada lebih banyak rungutan dan ketidakpuasan.



Kesilapan Biasa Dalam Menjawab Pelanggan: Penolakan dan Pengalihan Tanggungjawab

Dalam kebanyakan kes, jurujual yang berhadapan dengan permintaan seperti ini sering kali melakukan beberapa kesilapan yang lazim. Kesilapan pertama adalah menolak permintaan pelanggan dengan cara yang kasar atau tidak sensitif. Penolakan ini bukan sahaja membuat pelanggan merasa permintaan mereka tidak diambil berat, tetapi juga mengabaikan emosi mereka. Contohnya, seperti jurujual dalam situasi di atas, apabila dia dengan tegas menyatakan, “Maaf, barang percuma tak boleh ditukar dengan wang tunai, harga tak boleh dikurangkan lagi,” pelanggan akan merasa seperti mereka hanya mendapat respons yang kaku dan tidak bersimpati. Sekiranya anda berada di tempat pelanggan tersebut, adakah anda tidak akan merasa kecewa atau marah jika mendapat jawapan sedemikian?

Realitinya, banyak jenama yang kehilangan kepercayaan dan kesetiaan pelanggan kerana komunikasi yang tidak sensitif seperti ini. Dalam pasaran yang kompetitif, pengguna bukan sahaja menilai produk berdasarkan harga atau kualiti, tetapi mereka juga mengutamakan pengalaman keseluruhan ketika membeli. Jika jurujual tidak dapat berinteraksi dengan cara yang lebih mesra dan empati, pelanggan mungkin akan berpaling kepada pesaing yang lebih menghargai mereka.

Kesilapan kedua yang biasa adalah mengalihkan tanggungjawab kepada syarikat. Apabila pelanggan meminta pengubahsuaian harga atau penghapusan barang percuma, jurujual mungkin menjawab, “Ini adalah peraturan syarikat, barang percuma tak boleh ditukar dengan diskaun.” Walaupun jawapan ini nampak logik, ia membuatkan pelanggan merasa seolah-olah mereka berurusan dengan "peraturan kaku," bukannya dengan seorang jurujual yang memahami dan peduli terhadap keperluan mereka. Pelanggan sentiasa berharap untuk berinteraksi dengan manusia, bukannya dengan sistem tanpa emosi.

Apabila pelanggan merasakan jurujual hanya "menjalankan tugas" dan bukan cuba membantu, perasaan terasing itu akan dengan cepat mempengaruhi pengalaman mereka. Mereka bukan sekadar mahukan penjelasan yang logik, tetapi juga perhatian dan rasa peduli terhadap keperluan mereka. Mengalihkan tanggungjawab kepada peraturan syarikat hanya akan membuat pelanggan merasa kecewa dan tidak dihargai.

Kesilapan paling buruk ialah berdebat secara terbuka dengan pelanggan. Ini bukan sahaja merosakkan pengalaman pelanggan, malah boleh menjejaskan imej jenama. Contohnya, ada jurujual yang mungkin berkata, “Barang percuma memang barang percuma, tak boleh nak tukar dengan diskaun. Kalau tak mahu, tak apa.” Respon sebegini bukan sahaja gagal menyelesaikan masalah, malah berpotensi untuk menimbulkan kemarahan pelanggan.

Mereka akan merasa diri mereka diabaikan atau dipermainkan. Dalam dunia perniagaan, terutama ketika berurusan dengan pelanggan yang bernilai tinggi, jenama tidak boleh mengambil pendekatan sedemikian. Jika tidak, pelanggan mungkin segera memutuskan untuk meninggalkan kedai itu dan mungkin tidak akan kembali lagi.

Pendekatan Yang Betul: Memahami, Menjelaskan, dan Membangun Hubungan Emosi

Jadi, apabila pelanggan mengemukakan permintaan seperti "tak mahu barang percuma, bagi saya harga murah," bagaimana cara terbaik untuk bertindak balas?

Pendekatan Pertama: Jelaskan hubungan antara barang percuma dan produk utama, elakkan menolak secara kasar

Cara yang betul untuk menangani permintaan sebegini adalah dengan mengelakkan penolakan langsung yang keras. Sebaliknya, gunakan pendekatan yang lebih memahami dan penuh empati. Sebagai contoh, apabila pelanggan meminta harga diskaun sebagai ganti barang percuma, jurujual boleh berkata, "Saya sangat faham apa yang anda inginkan. Memang menarik kalau barang percuma boleh dijadikan diskaun, kan? Tetapi dalam kes ini, barang percuma dan produk utama adalah berasingan. Barang percuma ini adalah hadiah tambahan, jadi harga produk tetap sama walaupun tanpa barang percuma. Saya sarankan anda ambil juga barang percuma ini, sebab ia memang disediakan khas untuk pelanggan yang memilih produk ini."

Pendekatan ini bukan sahaja tidak menolak permintaan pelanggan secara langsung, malah mengelakkan sikap menyalahkan peraturan syarikat. Sebaliknya, ia memberikan penjelasan yang lebih rasional, di samping menjaga perasaan pelanggan. Dengan menggunakan ungkapan seperti "khas untuk pelanggan," jurujual menunjukkan bahawa pelanggan adalah penting dan dihargai, sekaligus meredakan ketegangan yang mungkin timbul.



Banyak jenama antarabangsa yang berjaya menggunakan pendekatan seperti ini. Sebagai contoh, di Apple, jurujual mereka terkenal dengan kesabaran dan keupayaan untuk memberikan penjelasan yang jelas tanpa menyakiti perasaan pelanggan. Walaupun mereka tidak boleh mengubah harga atau dasar syarikat, jurujual Apple sentiasa memastikan pelanggan memahami sebab di sebalik setiap polisi. Pendekatan yang penuh dengan empati ini membuatkan pelanggan merasa dihargai walaupun tidak mendapat apa yang mereka mahukan dari segi harga.

Pendekatan Kedua: Tekankan nilai barang percuma, buat pelanggan rasa ia bernilai

Ada kalanya pelanggan tidak berminat dengan barang percuma kerana mereka tidak melihat nilai sebenar barang tersebut. Di sinilah jurujual perlu menunjukkan kelebihan dan keunikan barang percuma itu. Sebagai contoh, mereka boleh berkata, "Tahukah anda, fon telinga yang

kami beri ini adalah edisi terhad untuk promosi ini sahaja? Ramai orang sanggup membayar ratusan ringgit hanya untuk dapatkan fon telinga ini. Kalau anda tak mahu menggunakannya, anda boleh hadiahkan kepada seseorang, pasti nampak sangat eksklusif."

Pendekatan ini bukan sahaja membantu pelanggan melihat nilai tambahan yang mereka perolehi, malah meningkatkan daya tarikan barang percuma itu. Dengan menekankan aspek keistimewaan atau kelangkaan, jurujual bukan sahaja menghilangkan kerisauan pelanggan tentang harga, tetapi juga meningkatkan kepuasan mereka terhadap pembelian tersebut.

Dalam dunia perniagaan, menekankan nilai tambahan atau "barangan eksklusif" merupakan taktik yang sering digunakan. Banyak syarikat berjaya menarik minat pelanggan dengan membuat mereka merasa bahawa barang percuma yang mereka dapatkan adalah sesuatu yang berharga dan terhad. Dengan cara ini, pelanggan akan merasa bahawa mereka mendapat sesuatu yang lebih, walaupun harga produk utama tidak berubah.

Pendekatan Ketiga: Pujian yang ikhlas untuk memenuhi keperluan emosi pelanggan

Selain memberikan penjelasan dan menekankan nilai, jurujual juga boleh menggunakan pujian yang tulus untuk memenuhi keperluan emosi pelanggan. Bagi pelanggan yang lebih sensitif terhadap harga atau barang percuma, pendekatan ini sangat berkesan. Sebagai contoh, jurujual boleh berkata, "Maaf sangat, barang percuma memang tak boleh dijadikan diskaun, tapi saya perasan yang anda memang ada citarasa tinggi. Anda betul-betul buat pilihan yang hebat dengan memilih telefon ini, sebab sekarang ni ia sangat laris. Kalau lambat sikit, mungkin dah habis stok!"



Dengan memberi pujian yang ikhlas, jurujual bukan sahaja mengelak daripada berdebat dengan pelanggan, malah membuatkan pelanggan merasa dihargai dan istimewa. Ramai pelanggan bukan sekadar ingin mendapatkan produk yang baik, tetapi juga ingin merasakan bahawa pilihan mereka diakui dan dihargai. Dengan menggunakan pendekatan ini, pelanggan tidak lagi terlalu fokus pada isu harga, sebaliknya mereka akan lebih berpuas hati dengan pembelian yang mereka buat.

Teknik ini sering digunakan dalam jualan barangan mewah. Contohnya, di butik jenama mewah, jurujual selalu memuji citarasa pelanggan, memberitahu mereka betapa eksklusif pilihan mereka, sehingga pelanggan merasa yakin dan bangga dengan pembelian mereka. Dalam kes ini, harga menjadi faktor yang kurang penting kerana pelanggan merasa diri mereka dihargai dan mendapat sesuatu yang istimewa.

Praktik Sebenar Dalam Perniagaan: Pengalaman Pelanggan dan Kesetiaan Terhadap Jenama

Dalam menghadapi permintaan pelanggan yang berbeza-beza, cara jenama dan jurujual

berinteraksi dengan pelanggan amat mempengaruhi pengalaman keseluruhan mereka. Jenama yang berjaya sering kali menggunakan pendekatan emosi dan empati dalam setiap interaksi, membina kesetiaan pelanggan melalui pengalaman yang positif.



Starbucks, misalnya, terkenal dengan perkhidmatan pelanggan yang cemerlang. Tidak kira apa pun permintaan pelanggan, pekerja mereka sentiasa menyambutnya dengan sikap yang mesra dan positif. Dalam kajian pelanggan, ramai yang menyatakan bahawa mereka setia kepada Starbucks bukan sahaja kerana kopi, tetapi kerana setiap kali mereka ke sana, mereka merasa diterima dan dihargai. Melalui hubungan emosi ini, Starbucks bukan sahaja berjaya mengekalkan pelanggan mereka, malah menukar mereka menjadi duta jenama.

Satu lagi contoh ialah Nike. Sebagai jenama global dalam industri sukan, Nike juga berjaya membina hubungan yang kuat dengan pelanggan mereka melalui perkhidmatan pelanggan yang profesional dan mesra. Jurujual Nike sentiasa memastikan mereka mendengar keperluan pelanggan dengan teliti, menawarkan penyelesaian yang relevan, dan memberikan nasihat pakar. Walaupun tiada diskaun tambahan, pelanggan merasa berpuas hati kerana mereka yakin dengan produk yang mereka beli.

Kesimpulan: Jualan Bukan Hanya Produk, Ia Adalah Komunikasi Antara Manusia

Dalam dunia perniagaan moden, pengalaman pelanggan adalah kunci kepada kejayaan sesebuah syarikat. Jurujual bukan sahaja mewakili produk, tetapi juga menjadi jambatan komunikasi antara syarikat dan pelanggan. Apabila berdepan dengan permintaan pelanggan untuk potongan harga atau penghapusan barang percuma, jurujual perlu menggunakan pendekatan yang lebih memahami, sabar, dan penuh perhatian.

Melalui tiga strategi yang telah dibincangkan — menjelaskan hubungan antara barang percuma dan produk utama, menekankan nilai barang percuma, serta menggunakan pujian yang ikhlas — jurujual dapat menangani pelbagai permintaan pelanggan dengan lebih mudah, meningkatkan pengalaman pelanggan, dan memupuk kesetiaan terhadap jenama.

Dengan menggunakan kemahiran komunikasi yang betul, jurujual bukan sahaja dapat menangani keraguan pelanggan dengan berkesan, tetapi juga membina hubungan jangka panjang yang menguntungkan bagi kedua-dua pihak.

Scan to watch the video!

PROFILING

We Know How, We Know Who

1. PENILAIAN KEUPAYAAN AI &
2. KESEDIAAN KEPIMPINAN

Dua penilaian berasaskan bukti untuk memahami keupayaan AI praktikal dan kesediaan kepimpinan pekerja.

Penilaian Literasi AI

- Imbasan Orientasi, Cabaran Sasaran dan Simulasi Terapan Menilai empat strand keupayaan AI praktikal.
- Laporan berwajaran dengan Tier 1 hingga Tier 5.

24
BUKTI

AKSES

- Indeks keupayaan AI berwajaran dari Tier 1 hingga Tier 5
- Strand keupayaan utama dan keutamaan pertumbuhan
- Laluan pembangunan yang disyorkan

Profil Kepimpinan

- Penilaian Ringkas, Penilaian Individu Terperinci dan Indeks Kesiapsiagaan Kepimpinan Keseluruhan.
- 75 item dengan anggaran 15 hingga 20 minit.
- Menggabungkan konteks jawatan, industri, keyakinan bukti dan indikator risiko.

75
ITEM

AKSES

- Indeks kesediaan kepimpinan keseluruhan
- Corak kepimpinan berdasarkan konteks peranan dan industri
- Tahap keyakinan bukti, indikator risiko dan fokus pembangunan

Komponen Keputusan

Asas | Integrasi Aliran Kerja | Kualiti & Reka Bentuk | Tadbir Urus Bertanggungjawab | Kumpulan Tahap



MEYAKINKAN PELANGGAN: TEKNIK ATASI KERAGUAN SEBELUM PEMBELIAN

Apabila seorang pelanggan berkata, "Boleh tak saya cuba produk ini dulu secara percuma?

Jika berkesan, baru saya bayar," bagaimana cara terbaik untuk anda menjawab agar anda dapat menangani situasi ini dengan berkesan dan memastikan pelanggan tetap berminat untuk membeli?

Dalam situasi seperti ini, penting untuk anda memahami bahawa apabila pelanggan mengemukakan permintaan sebegini, ini bermakna mereka sebenarnya memerlukan produk tersebut, tetapi bimbang dengan risiko yang mungkin tidak berbaloi mereka risau membayar, tetapi tidak mendapat hasil yang dijanjikan.

Oleh itu, cara pelanggan menanyakan tentang jaminan keberkesanan produk adalah cara mereka untuk menilai risiko.

Untuk menangani situasi ini dengan berkesan, saya akan kongsikan dua set strategi yang boleh membantu anda mengatasi keraguan pelanggan dan meyakinkan mereka untuk terus membeli.

Strategi Pertama: Formula Tiga Langkah - Empati, Analisis Situasi, dan Syarat Dua Hala

Langkah pertama dalam strategi ini adalah untuk menyatakan empati terhadap kebimbangan pelanggan. Seterusnya, anda perlu menjelaskan kenapa permintaan mereka untuk menggunakan produk secara percuma tidak dapat dipenuhi, sambil menawarkan syarat yang munasabah kepada kedua-dua pihak.

Tunjukkan Empati Terhadap Kebimbangan Pelanggan

Apabila pelanggan meminta untuk mencuba produk secara percuma sebelum membayar, anda perlu mengakui kebimbangan mereka dengan menyatakan pemahaman anda tentang masalah yang mereka hadapi.

Contohnya, anda boleh berkata: "Saya sangat memahami kebimbangan anda.

Jelas sekali bahawa anda sangat memerlukan penyelesaian ini, tetapi anda bimbang jika hasilnya tidak seperti yang diharapkan, anda mungkin rasa duit anda dibazirkan, betul tak?"



Dengan cara ini, pelanggan akan merasa bahawa anda memahami keadaan mereka dan anda mengambil berat tentang keperluan mereka.

Ini akan membantu mengurangkan ketegangan dalam perbualan dan mewujudkan hubungan yang lebih mesra antara anda dan pelanggan.

Jelaskan Kenapa Permintaan Itu Tidak Realistik

Selepas menunjukkan empati, anda boleh mula menerangkan mengapa permintaan mereka sukar untuk dipenuhi.

Anda boleh menyatakan bahawa, dari segi perniagaan, memberikan produk percuma tanpa bayaran di awal bukanlah amalan biasa.

Sebagai contoh: "Kebimbangan anda itu memang wajar, tetapi untuk sebarang syarikat, produk-produk kami adalah sebahagian daripada sistem yang lebih besar, dan kami tak boleh memberikan produk secara percuma hanya berdasarkan permintaan individu.

Ini bukan keputusan yang boleh dibuat oleh seorang jurujual sahaja, ia melibatkan banyak pihak dan proses."

Dengan memberi penjelasan ini, anda membuat pelanggan sedar bahawa situasi mereka difahami tetapi permintaan mereka sukar untuk dilaksanakan dalam konteks perniagaan.

Buat Syarat Dua Hala untuk Menenangkan Pelanggan

Langkah terakhir adalah menawarkan syarat yang seimbang kepada pelanggan.

Anda boleh memberikan jaminan dengan syarat pelanggan juga bersedia melakukan komitmen. Sebagai contoh, anda boleh berkata: "Namun begitu, saya boleh faham jika anda sangat bimbang.

Bagaimana kalau kita buat perjanjian tambahan? Jika anda menggunakan produk ini mengikut arahan kami selama sebulan dan anda tak nampak hasil yang dijanjikan, saya boleh tawarkan jaminan wang dikembalikan.



Tapi dengan syarat, anda perlu hantar kepada kami rekod penggunaan produk setiap hari untuk memastikan anda betul-betul mengikut arahan kami. Jika anda tidak mengikuti arahan, sukar bagi kami untuk menilai sama

ada masalah itu datang dari produk atau cara penggunaan, betul tak?"

Dengan cara ini, pelanggan merasa lebih tenang kerana mereka diberikan jaminan, namun pada masa yang sama, mereka juga perlu menunjukkan komitmen untuk menggunakan produk dengan betul. Ini adalah syarat dua hala yang adil dan mampu mengurangkan kebimbangan pelanggan.

Strategi Kedua: Formula FABE

Strategi kedua yang boleh anda gunakan untuk meyakinkan pelanggan yang bimbang tentang keberkesanan produk adalah menggunakan formula FABE.

FABE adalah singkatan daripada ciri-ciri produk (Features), kelebihan produk (Advantages), faedah kepada pelanggan (Benefits), dan bukti (Evidence).

Berikut adalah cara menerapkan formula ini:

F: Ciri-Ciri Produk

Anda boleh mula dengan menerangkan ciri-ciri atau kualiti unik produk anda.

Sebagai contoh, jelaskan tentang bahan yang digunakan, teknologi terkini yang diterapkan, atau proses pembuatan yang membuatkan produk anda berbeza daripada pesaing di pasaran. Ini memberi pelanggan gambaran yang jelas tentang keunikan produk anda.

A:Kelebihan Produk

Setelah menerangkan ciri-ciri produk, fokus pada kelebihan yang produk anda tawarkan.

Jelaskan apa yang membuatkan produk anda lebih baik daripada yang lain, seperti daya tahan yang lebih lama, prestasi yang lebih baik, atau penjimatan masa dan kos untuk pelanggan.

Contohnya: "Produk kami diperbuat daripada bahan berkualiti tinggi yang memberikan ketahanan jangka panjang, jadi anda tak perlu risau tentang kerosakan dalam masa terdekat, berbanding produk lain di pasaran."

B: Faedah kepada Pelanggan

Langkah seterusnya ialah menerangkan bagaimana produk anda secara khusus dapat memenuhi keperluan pelanggan. Ini bermakna, anda perlu mengaitkan kelebihan produk dengan manfaat langsung yang pelanggan akan dapat.

Sebagai contoh: "Dengan kelebihan ini, masalah yang anda sedang hadapi boleh diselesaikan dengan cepat, dan ia juga akan menjimatkan masa dan tenaga anda dalam jangka panjang."



E: Bukti atau Testimoni Pihak Ketiga

Akhir sekali, berikan bukti melalui testimoni atau kajian kes dari pelanggan terdahulu yang telah berjaya mendapatkan hasil positif dengan menggunakan produk anda.

Ceritakan pengalaman mereka untuk menunjukkan bahawa keberkesanan produk anda sudah terbukti.

Contohnya: "Kami pernah mempunyai pelanggan yang pada mulanya sangat bimbang seperti anda.

Selepas mencuba produk ini, mereka mendapati ia berfungsi dengan baik. Malah, mereka menghubungi kami semula untuk berkongsi bagaimana produk kami telah mengubah kehidupan mereka."

Dengan formula FABE ini, anda dapat memberikan penjelasan yang lebih terperinci dan komprehensif kepada pelanggan, sambil menyelesaikan kebimbangan mereka tentang keberkesanan produk.

Kesimpulan

Apabila pelanggan menunjukkan keraguan dengan meminta untuk mencuba produk secara percuma sebelum membuat pembayaran, jangan terlalu cepat untuk menolak atau memberi alasan tanpa penjelasan.

Sebaliknya, gunakan pendekatan yang lebih empati dengan strategi-strategi yang dinyatakan di atas.

Formula pertama, iaitu pendekatan empati, analisis situasi, dan syarat dua hala, memberi anda peluang untuk meyakinkan pelanggan sambil memastikan kedua-dua pihak berpuas hati.



Sementara itu, formula FABE membolehkan anda menyusun hujah yang logik dan meyakinkan, menggunakan ciri-ciri, kelebihan, manfaat, dan bukti sokongan sebagai asas penjelasan.

Ingatlah bahawa kejayaan dalam jualan tidak datang daripada menolak kebimbangan pelanggan, tetapi daripada memahami masalah mereka dan menawarkan penyelesaian yang relevan dan meyakinkan.

Scan to watch the video!

02

HB

We Know How, We Know Who

KATALOG BUKU DAN BAHAN ILMIAH

KEPIMPINAN, STRATEGI DAN TRANSFORMASI ORGANISASI

Membentuk pemimpin berwawasan, organisasi berdaya tahan dan strategi untuk masa depan.



ILMU | WAWASAN | IMPAK | MASA DEPAN LEBIH BAIK

Koleksi terpilih untuk pemimpin, profesional dan masyarakat yang ingin mencipta perubahan bermakna.



MASTERING CUSTOMER NEGOTIATION: STRATEGIES FOR SALES SUCCESS

In the contemporary marketplace, the adage that "buyers are savvier than sellers" has never been truer.

With the advent of the internet and the accessibility of information, customers can easily compare prices and features before stepping into a store.

This shift necessitates a strategic approach to handling price-focused customers. How can you close the deal without compromising on price? Here are two effective strategies to navigate these challenging negotiations.

Shifting Focus: Emphasize Value Over Price

One of the most effective strategies for handling price-sensitive customers is to shift the focus from the price to the value of the product.

This approach hinges on the principle that customers are not merely looking for the lowest price but are seeking the best value for their money.

Therefore, the goal is to help customers understand the intrinsic and extrinsic benefits of the product, which justifies its price.



Understanding Customer Concerns

Customers who immediately ask for the lowest price are often driven by a fear of overpaying or a desire to ensure they are getting the best deal.

They may have conducted extensive research online, comparing different models and prices, and come prepared to negotiate.

In this scenario, the salesperson's challenge is to shift the customer's mindset from a focus on cost to a consideration of value.



Communicating Value Effectively

To shift the focus to value, it is essential to communicate the unique benefits and features of the product that align with the customer's needs and preferences.

This involves understanding what the customer values most—whether it's quality, durability, brand reputation, after-sales service, or other factors—and highlighting these aspects in the conversation.

For instance, when selling a car, instead of immediately discussing the price, a salesperson can emphasize the vehicle's superior safety features, fuel efficiency, comfort, and advanced technology.

By demonstrating how these features meet the customer's specific needs and enhance their overall driving experience, the salesperson can help the customer see the car as a valuable investment rather than just a commodity.

Building a Relationship

Another critical aspect of shifting the focus to value is building a relationship with the customer.

Trust and rapport are essential in sales, as they help customers feel more comfortable and confident in their purchasing decisions.

By engaging in a genuine conversation, listening to the customer's concerns, and addressing their needs, the salesperson can create a more positive and supportive buying experience.



Demonstrating Value Through Experience

One of the most powerful ways to communicate value is through experiential marketing.

This involves giving customers the opportunity to experience the product firsthand, allowing them to see, feel, and understand its benefits in a tangible way.

For example, offering test drives for cars, product demonstrations for electronics, or sample products for cosmetics can significantly enhance the customer's perception of value.

When customers can experience the product directly, they are more likely to appreciate its features and benefits, making it easier to justify the price.

This experiential approach helps bridge the gap between the customer's expectations and

the actual value offered by the product, leading to a more successful sales outcome.

Elevating the Context: Discuss Long-Term Benefits

The second strategy involves elevating the conversation to a higher context where the customer feels it's inappropriate to haggle over price.

This involves appealing to the customer's long- term interests and emphasizing aspects such as after-sales service, safety, and overall satisfaction.



Highlighting After-Sales Service

After-sales service is a crucial factor in many purchasing decisions, particularly for high-value items such as cars, electronics, and appliances.

Customers want to be assured that they will receive reliable support and service after their purchase, which can significantly influence their perception of value.

By emphasizing the quality and reliability of after-sales service, salespeople can elevate the conversation beyond the immediate cost.

For example, discussing extended warranties, maintenance packages, and customer support can help customers see the long-term benefits of their purchase, making them less focused on the initial price.



Emphasizing Safety and Reliability

Safety and reliability are particularly important for products that have a significant impact on the customer's well-being and daily life.

For example, in the automotive industry, safety features and reliability are major selling points.

Customers want to know that their vehicle will keep them safe on the road and provide dependable performance over time.

By focusing on these aspects, salespeople can elevate the conversation to a higher level, where the customer's primary concern becomes their safety and peace of mind rather than the price.

This approach helps shift the customer's perspective, making them more willing to invest in a product that offers superior safety and reliability.

Discussing Overall Satisfaction

Overall satisfaction encompasses various factors, including the product's performance, quality, durability, and the customer's

experience with the brand. Customers want to feel confident that their purchase will meet their expectations and provide long-term value.

By discussing these aspects, salespeople can help customers see the broader picture and understand the long-term benefits of their purchase.

This approach involves highlighting the product's track record, customer reviews, and brand reputation, which can reassure customers and make them more comfortable with the price.

Using Comparative Analysis

Comparative analysis is another effective tool for elevating the conversation. This involves comparing the product with competitors' offerings, highlighting its unique advantages and superior features.

By demonstrating how the product stands out in the market and offers better value, salespeople can help customers appreciate its worth and justify the price.

This approach also involves addressing any misconceptions or concerns the customer may have about the product or its competitors.



By providing clear and accurate information, salespeople can help customers make informed decisions and feel more confident in their purchase.

Building Emotional Connections: The Power Of Storytelling

One of the most effective ways to engage customers and communicate value is through storytelling. Stories have a unique ability to connect with people on an emotional level, making them more receptive to the message and more likely to remember it.



Creating Relatable Scenarios

By sharing relatable scenarios and experiences, salespeople can help customers see themselves using the product and enjoying its benefits.

For example, telling a story about a previous customer who faced a similar situation and found great value in the product can make the benefits more tangible and real.

Addressing Common Concerns

Stories can also be used to address common concerns and objections.

For example, a story about a customer who initially focused on price but later realized the value of after-sales service can help shift the

customer's mindset and reduce their focus on cost.

Highlighting Success Stories

Sharing success stories and testimonials from satisfied customers can also be very effective. These stories provide social proof and demonstrate the product's value in a real-world context.

By highlighting the positive experiences of other customers, salespeople can build trust and credibility, making it easier for the customer to accept the value proposition.



Integrating Sales Techniques: ABC, FAB, and Other Models

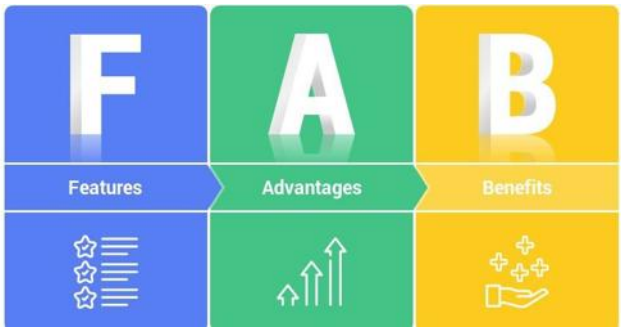
In addition to shifting focus and elevating the context, integrating well-established sales techniques can further enhance the effectiveness of the negotiation process.

Techniques such as the ABC (Always Be Closing) method, the FAB (Features, Advantages, Benefits) model, and other sales frameworks provide structured approaches to guide the conversation and close the deal.

The ABC Method

The ABC method emphasizes the importance of continuously guiding the customer towards a purchase decision. This involves actively listening to the customer's needs, addressing their concerns, and providing compelling reasons to buy.

By maintaining a focus on closing the deal throughout the conversation, salespeople can keep the customer engaged and motivated to make a decision.



The FAB Model

The FAB model involves highlighting the product's features, explaining their advantages, and illustrating the benefits for the customer.

This structured approach helps salespeople communicate the value of the product clearly and effectively, making it easier for customers to understand and appreciate its worth.

For example, when selling a car, the salesperson can describe the vehicle's advanced safety features (feature), explain how they enhance driving safety (advantage), and illustrate how this provides peace of mind and protection for the customer and their family (benefit).

Other Sales Frameworks

Other sales frameworks, such as the PP (Problem, Pain, Pleasure) model and the SPIN (Situation, Problem, Implication, Need-Payoff) technique, can also be useful in guiding the conversation and addressing customer concerns.

These models provide structured approaches to understanding the customer's needs, identifying their pain points, and demonstrating how the product can provide a solution.

Integrating Multiple Techniques

By integrating multiple sales techniques, salespeople can create a comprehensive and flexible approach to handling negotiations.

This involves using different methods and frameworks as needed, depending on the customer's needs and the specifics of the conversation.

By being adaptable and responsive, salespeople can navigate the negotiation process more effectively and close deals more successfully.

Conclusion

In today's informed market, sellers must adopt innovative strategies to close deals without sacrificing profit margins.

By shifting the focus from price to value and elevating the conversation to long-term benefits, you can navigate customer negotiations more effectively.

Utilizing storytelling to illustrate these points further enhances your ability to connect with customers and secure their commitment.

Remember, the goal is not just to sell a product but to offer a compelling value proposition that resonates with the customer's needs and aspirations.

Ultimately, the key to successful sales negotiations lies in understanding the customer's perspective, addressing their concerns, and demonstrating the value of the product in a clear and compelling way.

By combining these strategies with established sales techniques, salespeople can create a powerful approach to handling price-sensitive customers and achieving successful sales outcomes.

Understanding the customer's perspective is crucial; active listening allows sellers to address concerns directly and build trust.

This consultative approach, combined with value-based pricing strategies and ongoing relationship management, positions sellers as valuable partners rather than mere vendors.

Ultimately, by emphasizing value and fostering strong relationships, sellers can navigate negotiations more effectively, achieve better sales outcomes, and cultivate customer loyalty that extends beyond a single transaction.



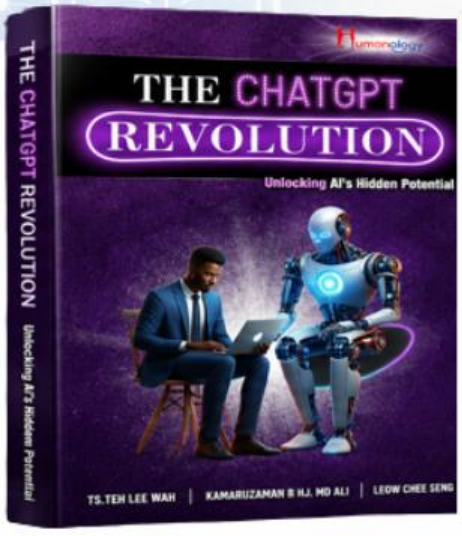
03

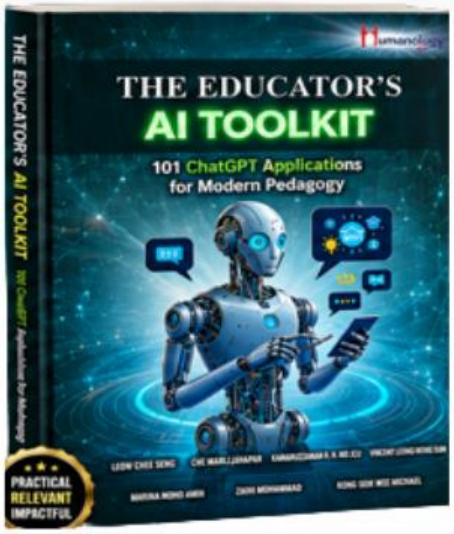
We Know How, We Know Who

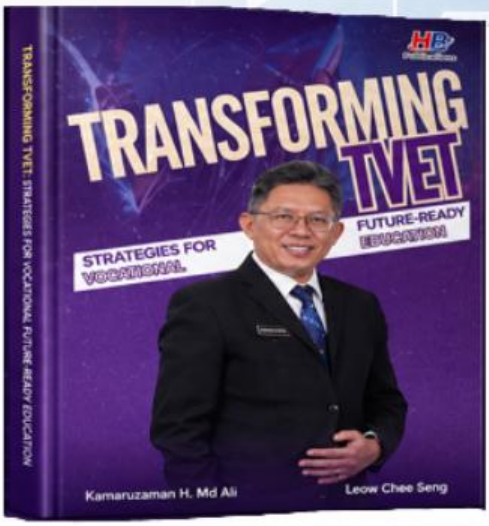
AI, Pendidikan dan Pembelajaran Masa Hadapan

KATALOG BUKU DAN BAHAN ILMIAH

Meneroka potensi teknologi, memperkasa pendidikan dan membina pembelajaran sepanjang hayat.







ILMU | WAWASAN | IMPAK | MASA DEPAN LEBIH BAIK

Koleksi terpilih untuk pemimpin, profesional dan masyarakat yang ingin mencipta perubahan bermakna.



UKURAN PENCAPAIAN & LATIHAN MENINGKATKAN PRODUKTIVITI

Produktiviti adalah antara ukuran utama pencapaian sesuatu organisasi. Setiap tahun, pihak berkepentingan terutama pemegang saham organisasi ingin melihat peningkatan keuntungan.

Peningkatan keuntungan boleh dikaitkan dengan beberapa elemen utama seperti peningkatan produktiviti, penjimatan kos, inovasi produk atau perkhidmatan baharu, dan mengenalpasti pasaran baharu.



Persoalan utama setiap pemimpin organisasi di setiap peringkat adalah bagaimana meningkatkan keuntungan? Dalam artikel ini kita akan menumpukan kepada dua (2) perkara iaitu bagaimana ukuran pencapaian dan latihan dapat membantu meningkatkan produktiviti.

Pertama, ukuran pencapaian. Ukuran pencapaian yang baik perlu dilihat bermula dengan kejelasan dan pensejajaran dengan hala tuju peringkat organisasi, jabatan dan pekerja. Kesilapan kebanyakan organisasi adalah menurunkan adalah ukuran hasil akhir atau sasaran akhir, dan berhenti di situ sahaja.

Organisasi yang produktif akan melanjutkan untuk menafsirkan hasil akhir tersebut kepada ukuran pencapaian tindakan-tindakan utama yang boleh membawa kepada hasil akhir.

Contoh, Syarikat Alpha ingin mendapatkan sasaran keuntungan RM10 juta setahun. Jabatan AlphaSatu diberi sasaran RM3 juta setahun. Kejayaan lalu menunjukan bahawa nilai purata projek Jabatan AlphaSatu adalah RM50 ribu.

Untuk mendapatkan sasaran RM30 juta, perlu ada 600 projek yang perolehi setahun, atau 50 projek sebulan.



Jika purata kejayaan sebut harga yang dikeluarkan adalah 10% , maka minima perlu dikeluarkan 500 sebut harga sebulan.

Jika sasaran ini yang diberi kepada pekerja adalah lebih jelas untuk mereka mengambil tindakan,atau memikirkan bagaimana untuk mencapainya.

Kedua, kejelasan keperluan latihan untuk pekerja. Setiap organisasi mengambil pekerja mengikut syarat kelayakan untuk jawatan tersebut.

Namun, setiap organisasi juga mempunyai piawaian atau standard carakerja dan proses yang tersendiri.

Tanpa latihan boleh membawa kepada kesilapan, kesilapan boleh membuat pekerja merasa cemas, kecewa dan tertekan.

Kesilapan juga boleh membawa kesan negatif yang besar kepada organisasi dari segi imej dan juga kerugian kewangan.

Adalah bijak untuk organisasi membuat analisis keperluan latihan, untuk mengolah latihan yang bersesuaian dengan keperluan pekerja.

Induksi pekerja baru perlu dilalui bagi memastikan setiap pekerja baru jelas kualiti kerja bagaimana yang diinginkan oleh organisasi, standard, dan prosesnya.

Jika mereka jelas dan berkeyakinan untuk bekerja, produktiviti sasaran boleh dicapai dan di masa hadapan mereka mampu untuk mencadangkan penambahbaikan untuk meningkatkan prestasi.

Dua kejelasan pemikiran dan tindakan yang dinyatakan di atas perlu dilaksanakan dan dihayati oleh pekerja di semua peringkat dan disesuaikan mengikut keperluan mereka masing-masing.

Tanpa latihan yang mencukupi, pekerja mungkin membuat kesilapan dalam menjalankan tugas mereka.

Kesilapan ini bukan sahaja boleh menyebabkan pekerja merasa cemas, kecewa, dan tertekan, tetapi juga boleh memberikan impak negatif kepada organisasi.

Dari segi imej, kesilapan boleh merosakkan reputasi syarikat, manakala dari segi kewangan, ia boleh mengakibatkan kerugian yang besar.

Oleh itu, adalah bijak bagi setiap organisasi untuk melakukan analisis keperluan latihan bagi memastikan latihan yang diberikan relevan dan bermanfaat kepada pekerja.

Scan to watch the video!

PERPUSTAKAAN DIGITAL

We Know How, We Know Who

Pengetahuan praktikal untuk keputusan perniagaan yang lebih baik, tersedia untuk individu dan organisasi.

Terokai Judul

Koleksi merangkumi perniagaan, pengurusan, kepimpinan, penyelidikan dan tenaga kerja.

Cari Kandungan Relevan

Cari mengikut tajuk, penulis, ISBN, kategori atau topik; semak deskripsi dan butiran penerbitan.

Baca Dalam Talian

Akses melalui pelayar moden pada desktop, komputer riba atau peranti mudah alih.

AKSES UNTUK INDIVIDU & ORGANISASI

INDIVIDU

Akses peribadi untuk membina pengetahuan mengikut kadar sendiri.

ORGANISASI

Akses beribilang pengguna untuk pasukan dan organisasi.

Imbas untuk
Terokai Perpustakaan Digital

Individu
Akses peribadi

Pasukan
Akses berbilang pengguna

Lesen
Tempoh fleksibel

Mudah
Akses pelayar moden

GALLERY

JULY



1 July | Meeting - Geohan Sdn Bhd

JULY







1 July | Courtesy Visit - Bahagian Siber dan Elektromagnetik Pertahanan, ATM

JULY

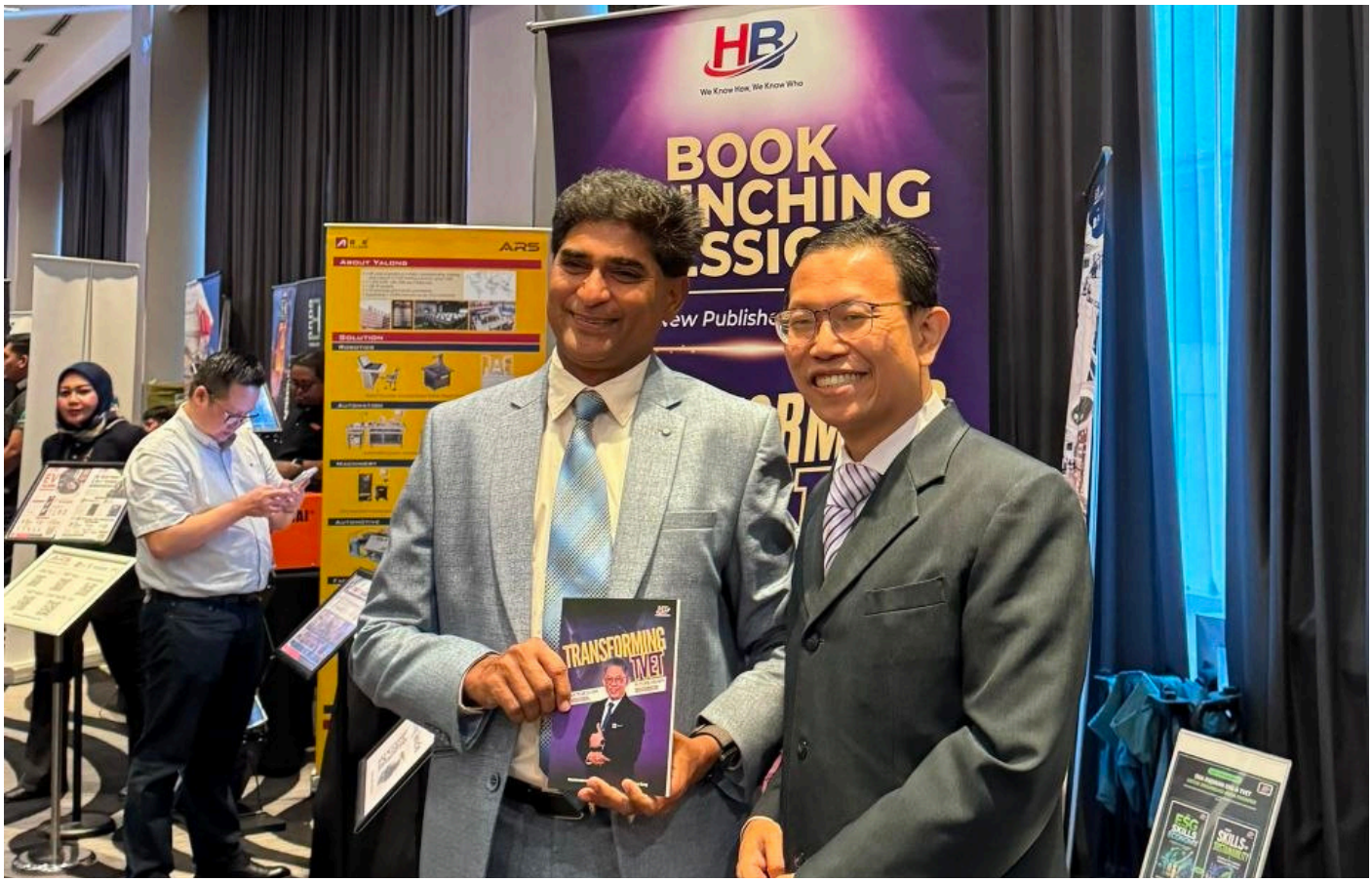






2 July | Book Launching - Transforming TVET

JULY

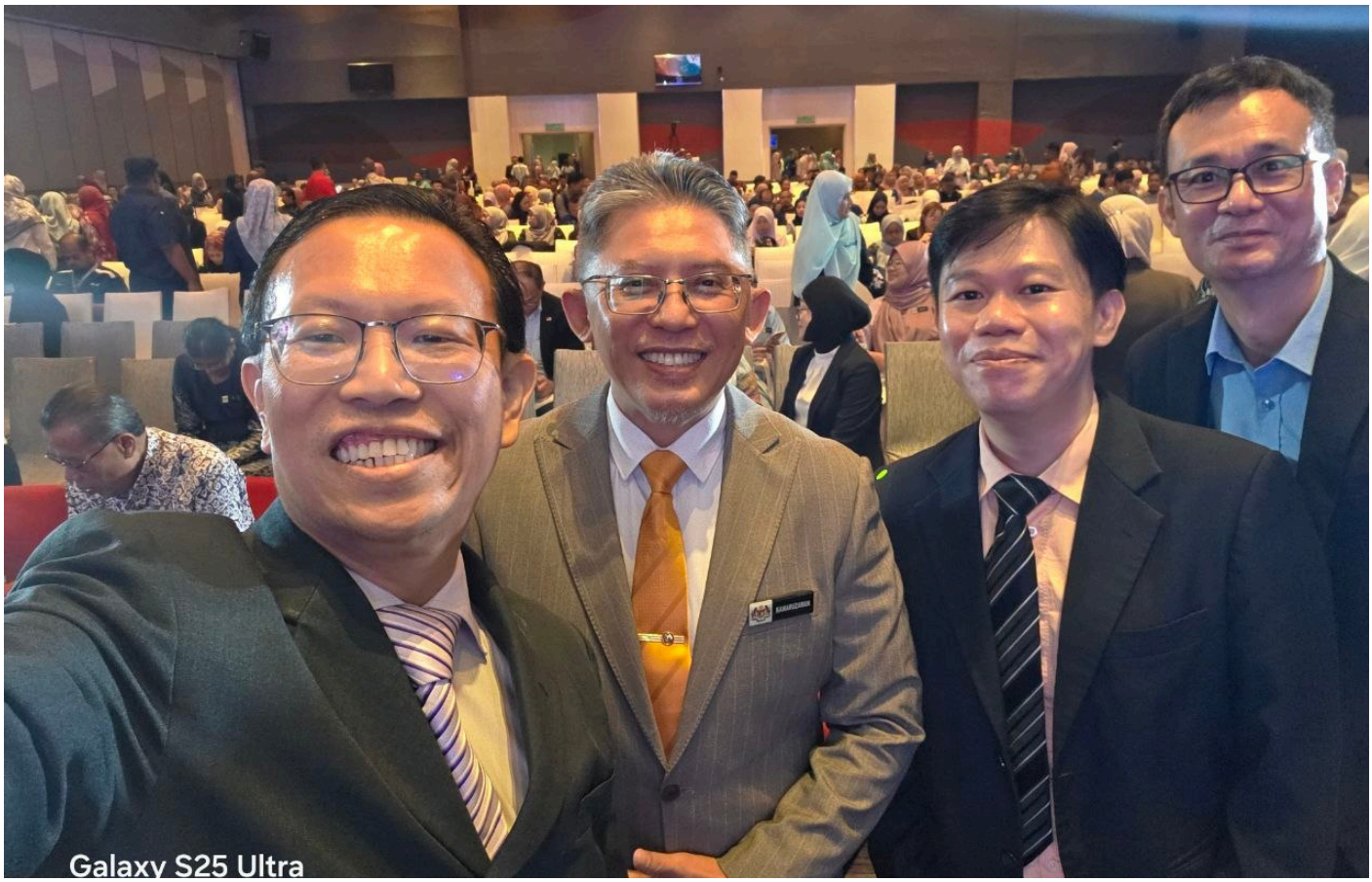






2 July | Book Launching - Transforming TVET

JULY







2 July | Book Launching - Transforming TVET

JULY







2 July | Book Launching - Transforming TVET

JULY





7 July | Courtesy visit - SIRIM

JULY







8-9 July | The Unwritten Rules You Must Understand Before Engaging Government Seminar

JULY









8-9 July | The Unwritten Rules You Must Understand Before Engaging Government Seminar

JULY









8-9 July | The Unwritten Rules You Must Understand Before Engaging Government Seminar

JULY











8-9 July | The Unwritten Rules You Must Understand Before Engaging Government Seminar

JULY







9 July | Courtesy Visit - Jabatan Peguam Negara

JULY





13 July | Courtesy visit - Jabatan Perkhidmatan Veterinar

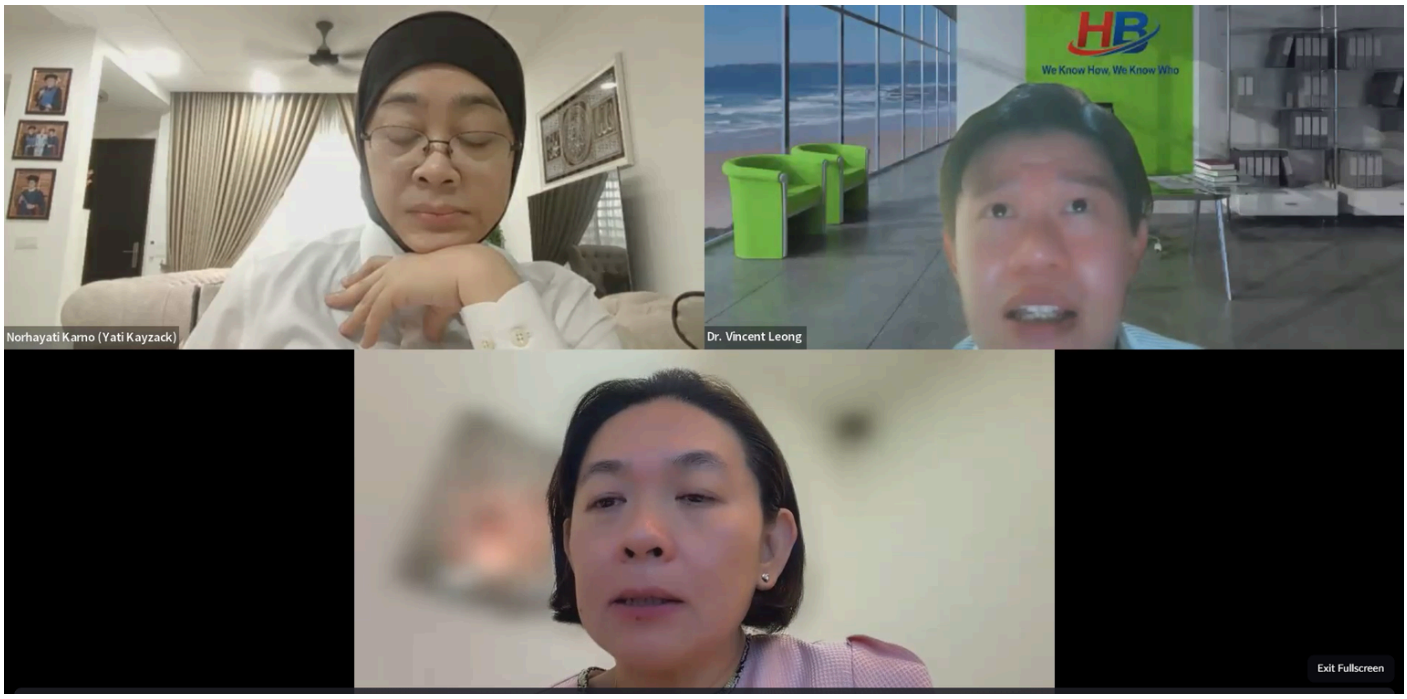
JULY



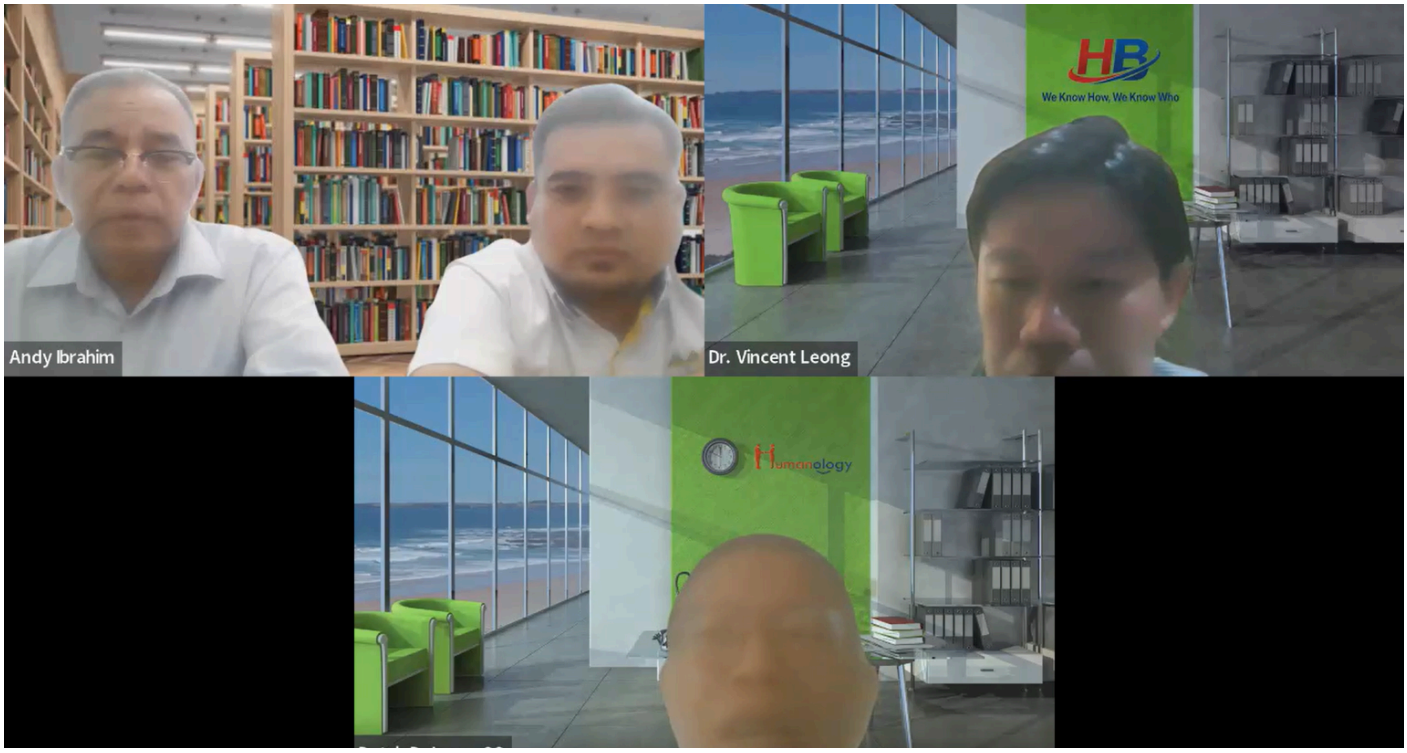


14 July | Courtesy visit - JPK

JULY



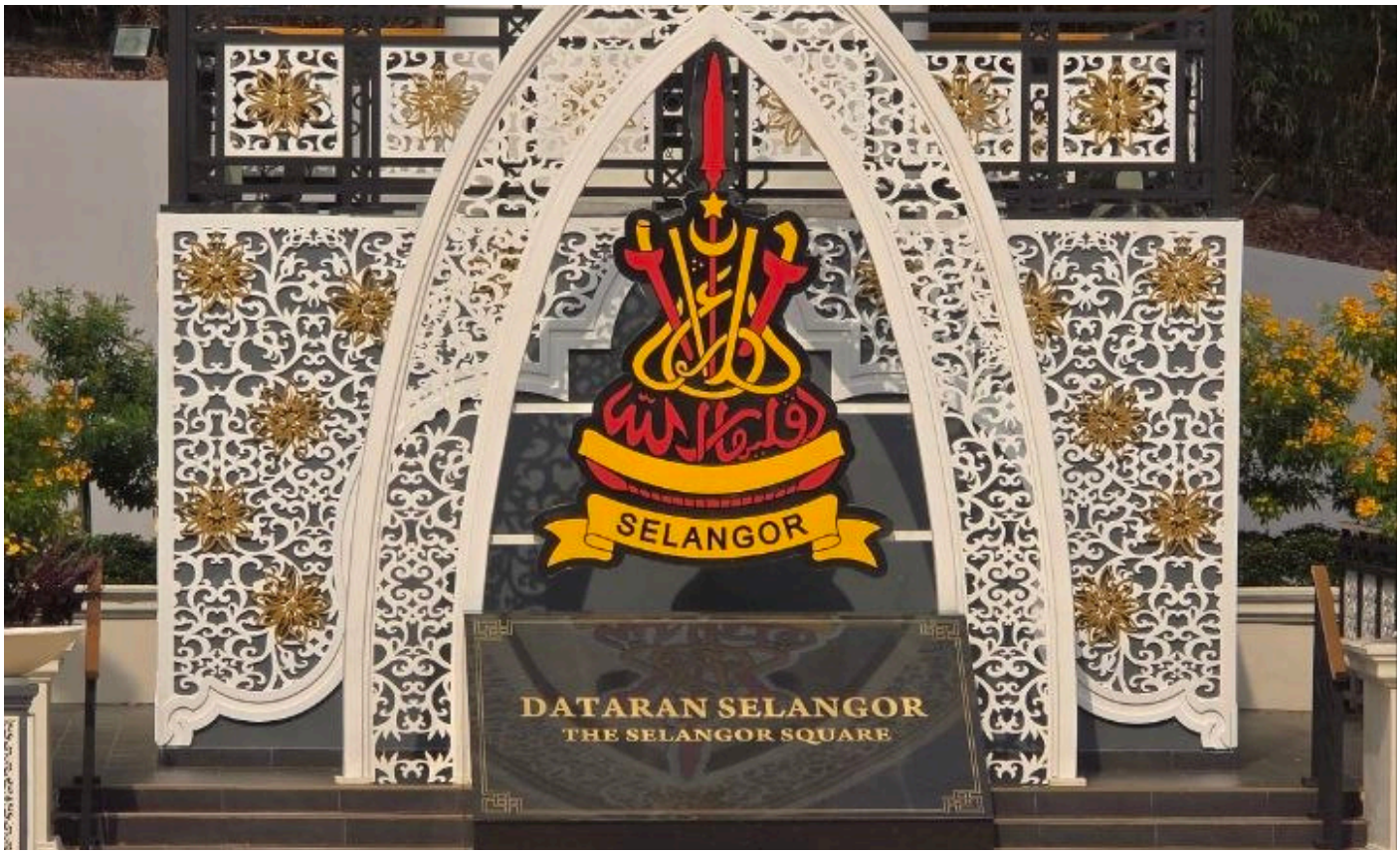
15 July | Courtesy visit - Yelaoshr Education



15 July | Courtesy visit - Jambatan Kedua

JULY





15 July | Sesi Bersama Tan Sri Ambrin Buang

JULY



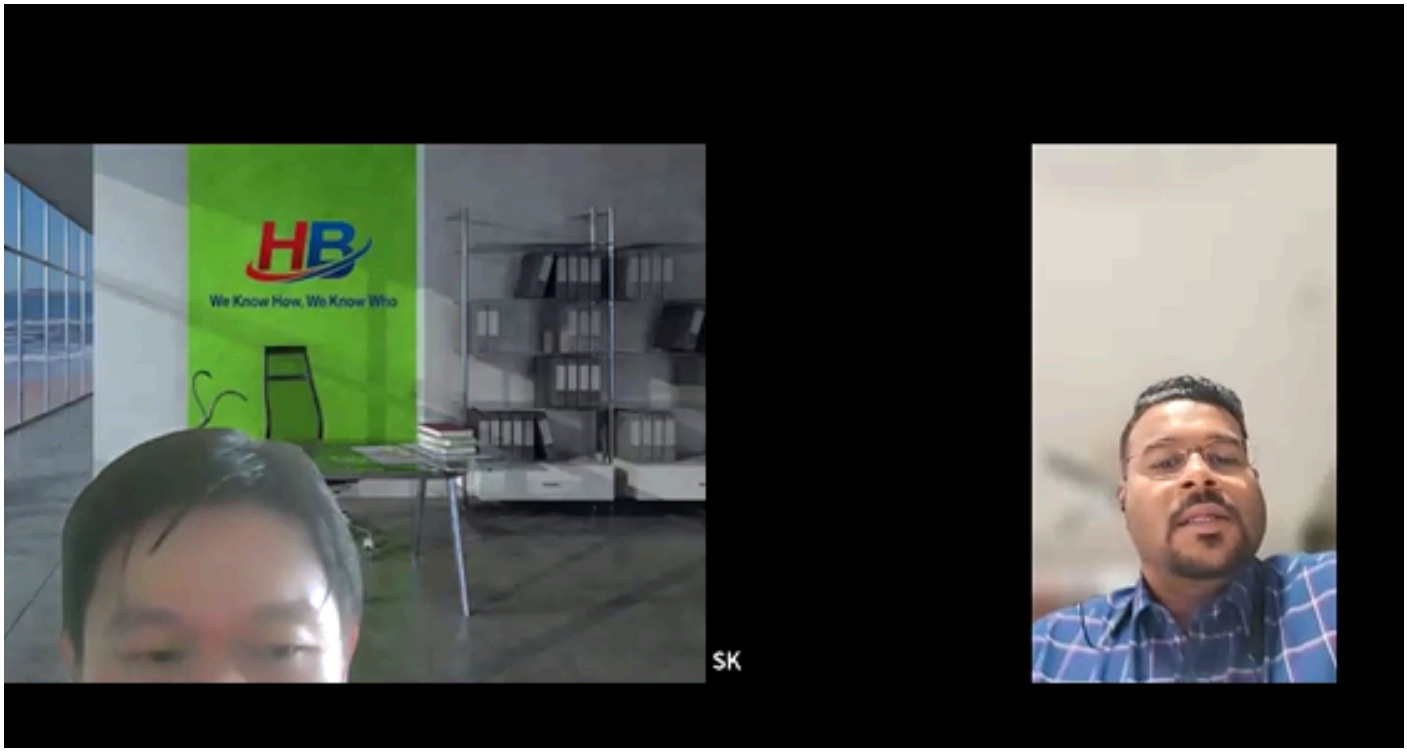


17 July | Courtesy Visit - Kementerian Peralihan Tenaga Dan Transformasi Air (PETRA)

JULY



17 July | Meeting With Director of MIDA Singapore



21 July | Online Discussion on Potential Business Collaboration with Focus Biz-Link Solutions Sdn. Bhd.

JULY





21-22 July | AI Toolkit for Educators

JULY





21-22 July | AI Toolkit for Educators

JULY



22 July | Meeting with Humanology Sdn Bhd and Malaysian Rubber Council

JULY







22 July | Courtesy visit - Malaysia External Trade Development Corporation (MATRADE)

JULY







23 July | Courtesy visit - Institut Sukan Negara (ISN)

JULY

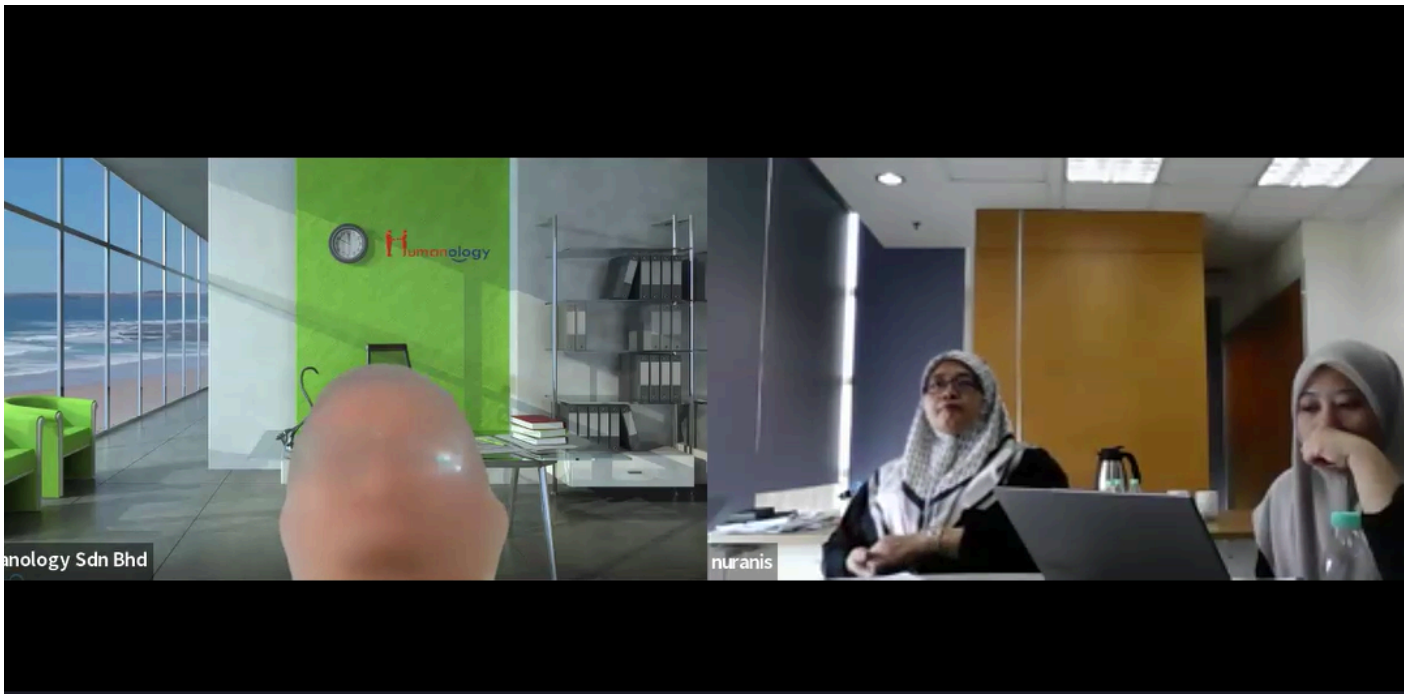






23 July | Courtesy visit - Jabatan Penjara Malaysia

JULY



24 July | Meeting With MIDA



28 July | Meeting With Media Monitors

JULY







29 July | Courtesy visit - Jabatan Kastam

JULY



30 July | Meeting With AKS Training Centre



30 July | Book Launching of Tan Sri Ambrin Buang

AUGUST







3 August | Courtesy visit - ASWARA

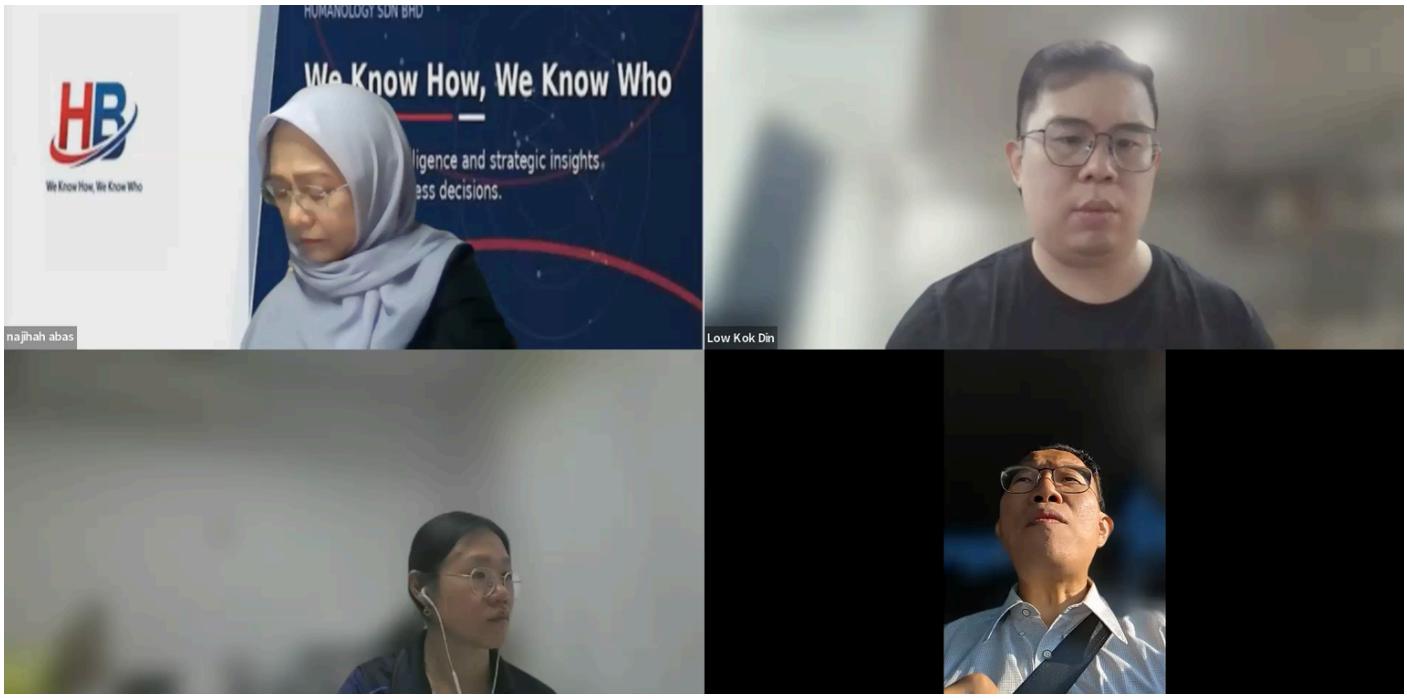
AUGUST





3 August | Courtesy visit - KPKT

AUGUST



3 August | Meeting - Geohan Sdn Bhd



4-5 August | Science for Body Language

AUGUST





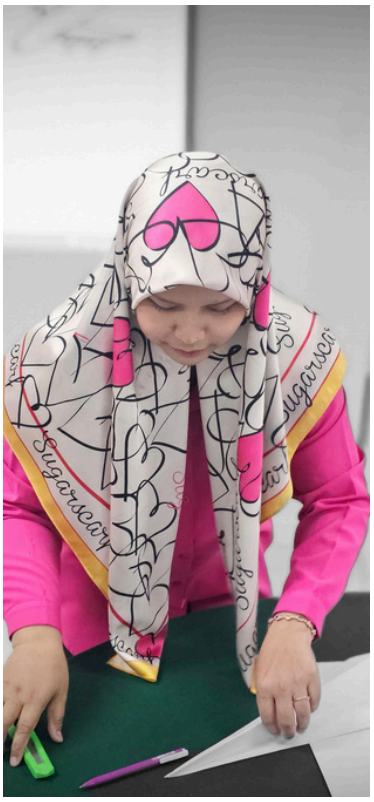




4-5 August | Science for Body Language

AUGUST

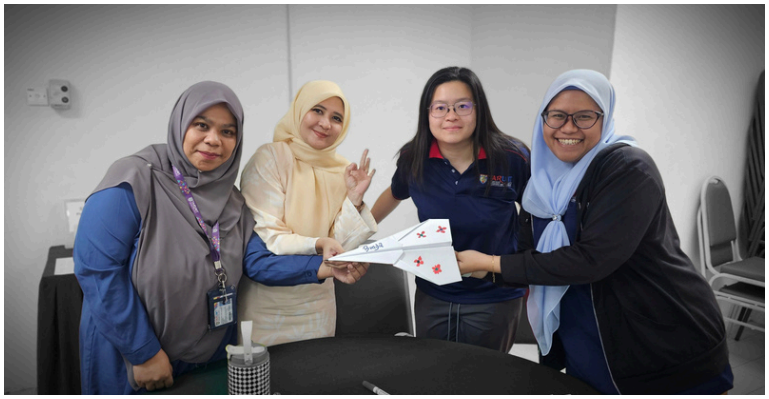












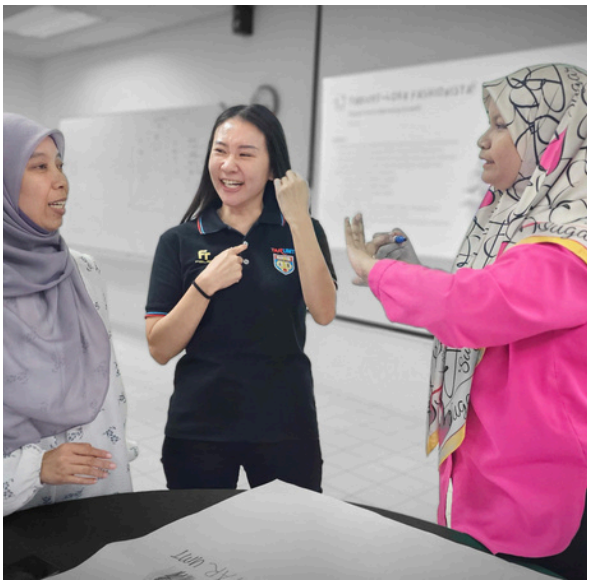
4-5 August | Science for Body Language

AUGUST

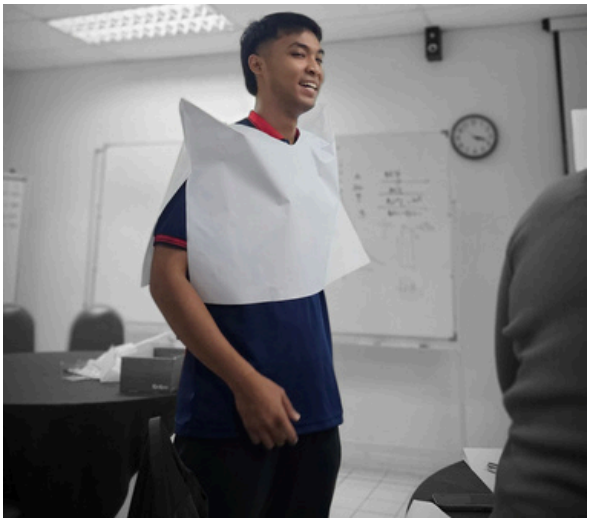


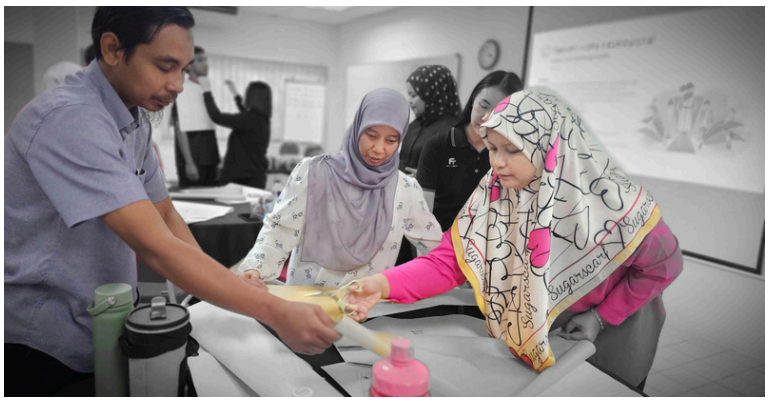












4-5 August | Science for Body Language

AUGUST















4-5 August | Science for Body Language

AUGUST







7 August | MCMTC Seminar Sharing Session

AUGUST

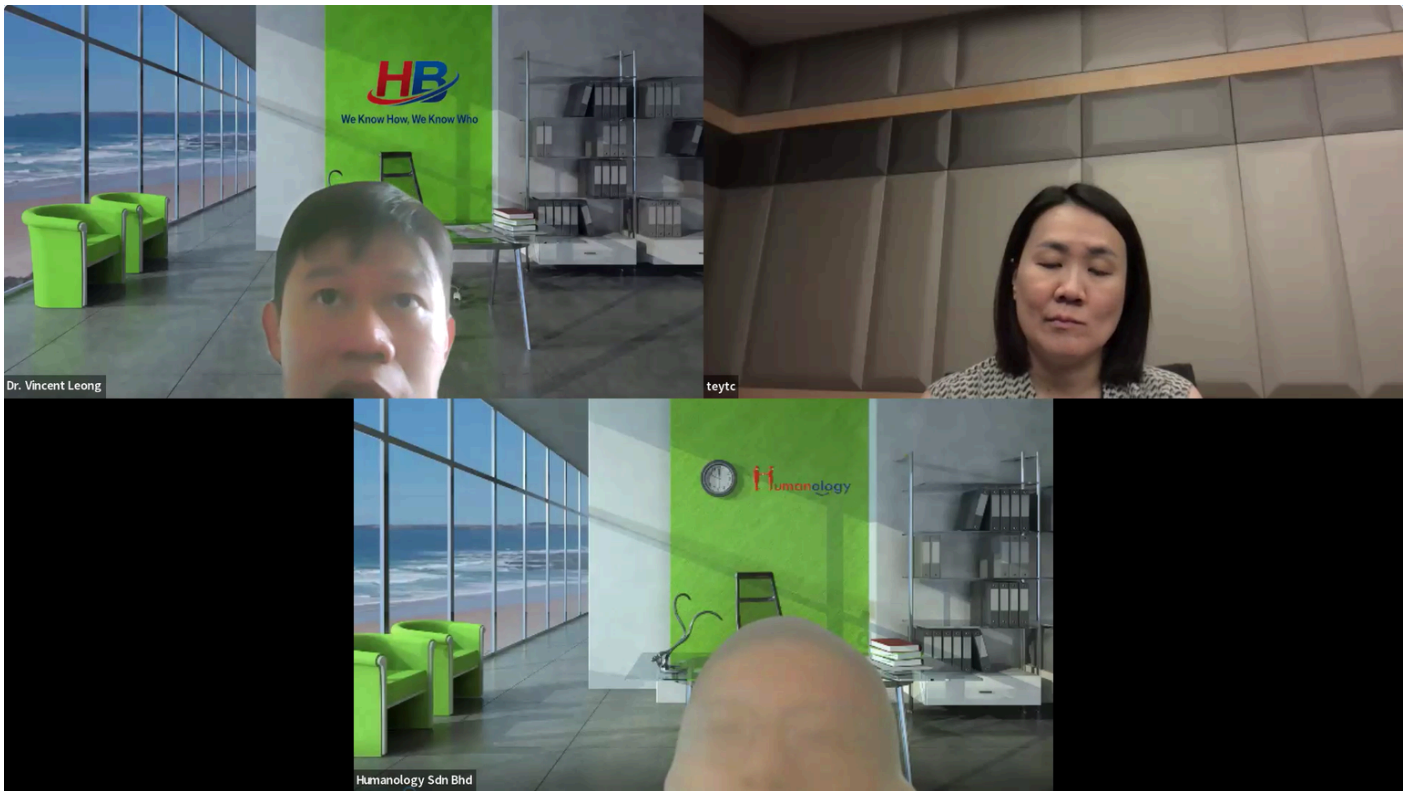




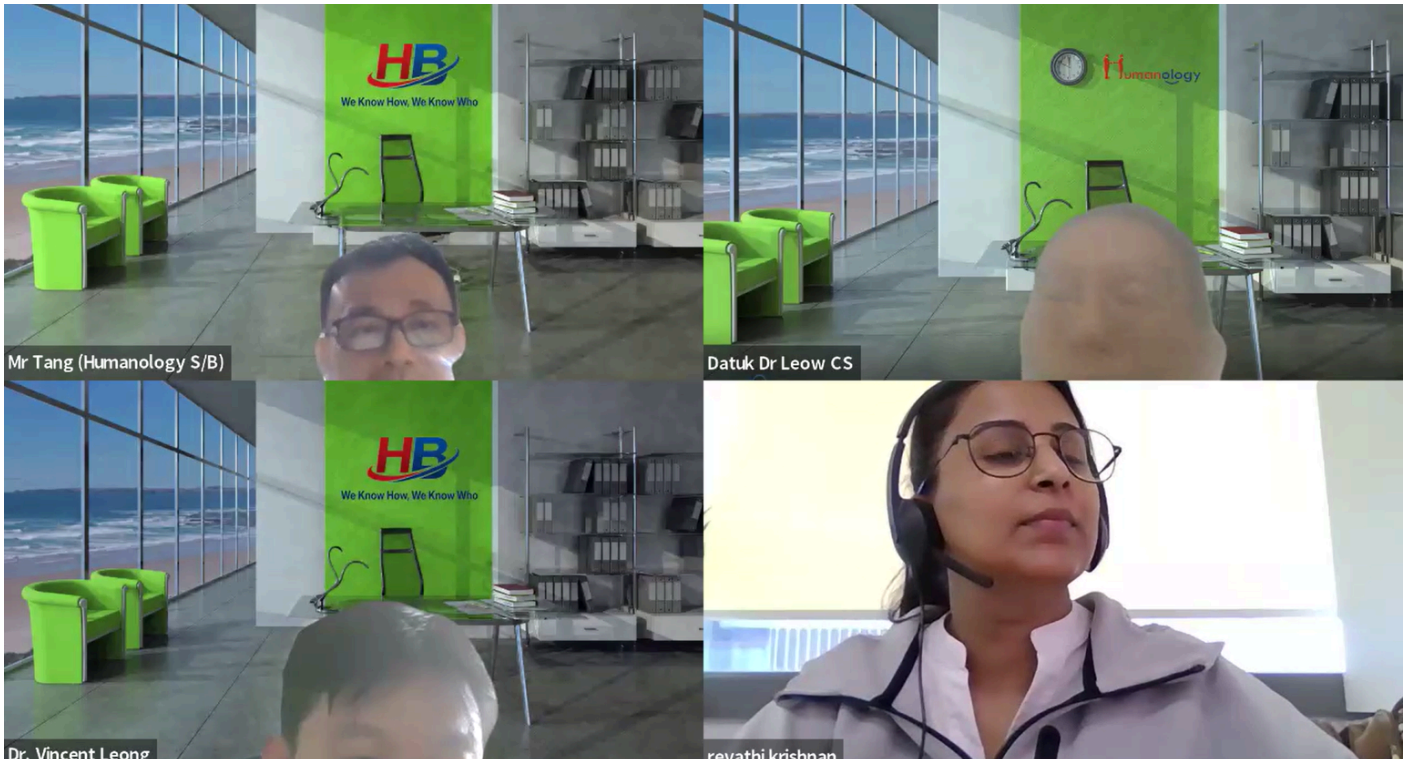


7 August | MCMTC Seminar Sharing Session

AUGUST



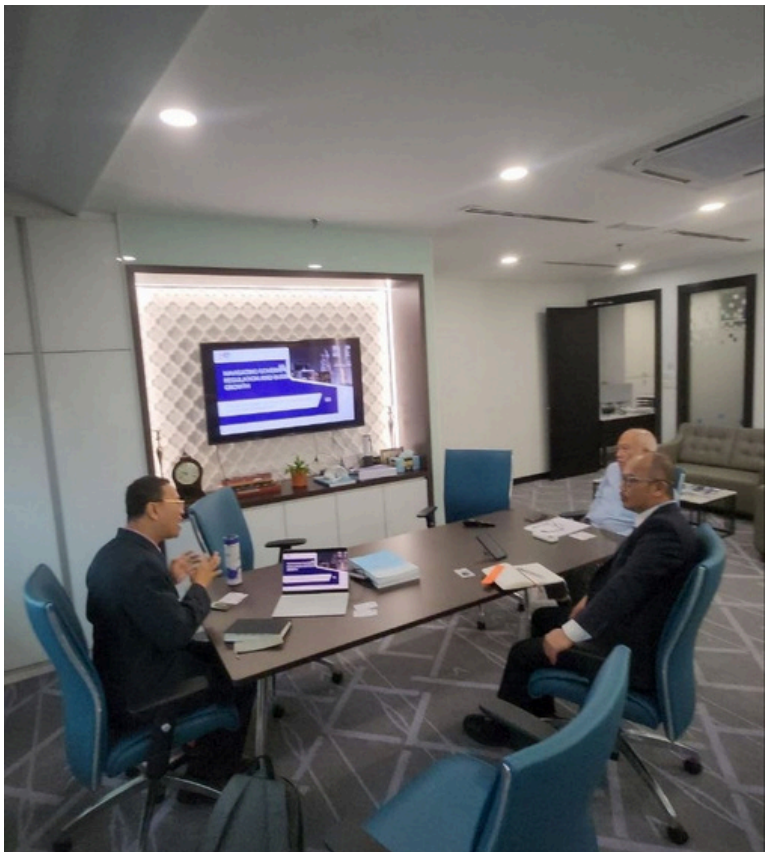
10 August | Meeting with PPB Group Berhad

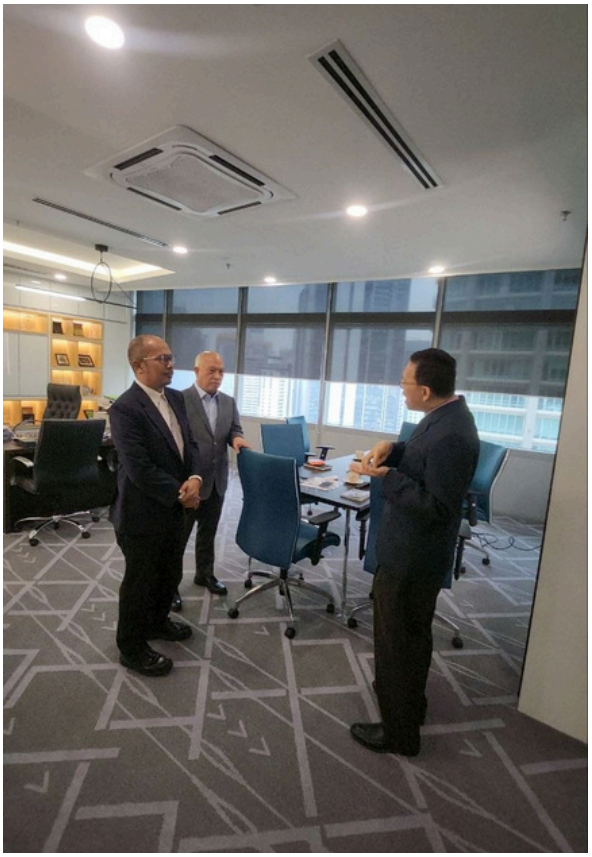


11 August | Meeting with Linnovate Partners

AUGUST







11 August | Courtesy Visit - Pengurusan Aset Air Berhad

AUGUST





12-13 August | Rethinking The Future Force

AUGUST





14 August | Courtesy Visit - Taman Botani Negara Shah Alam

AUGUST





17 August | Lunch Event

AUGUST

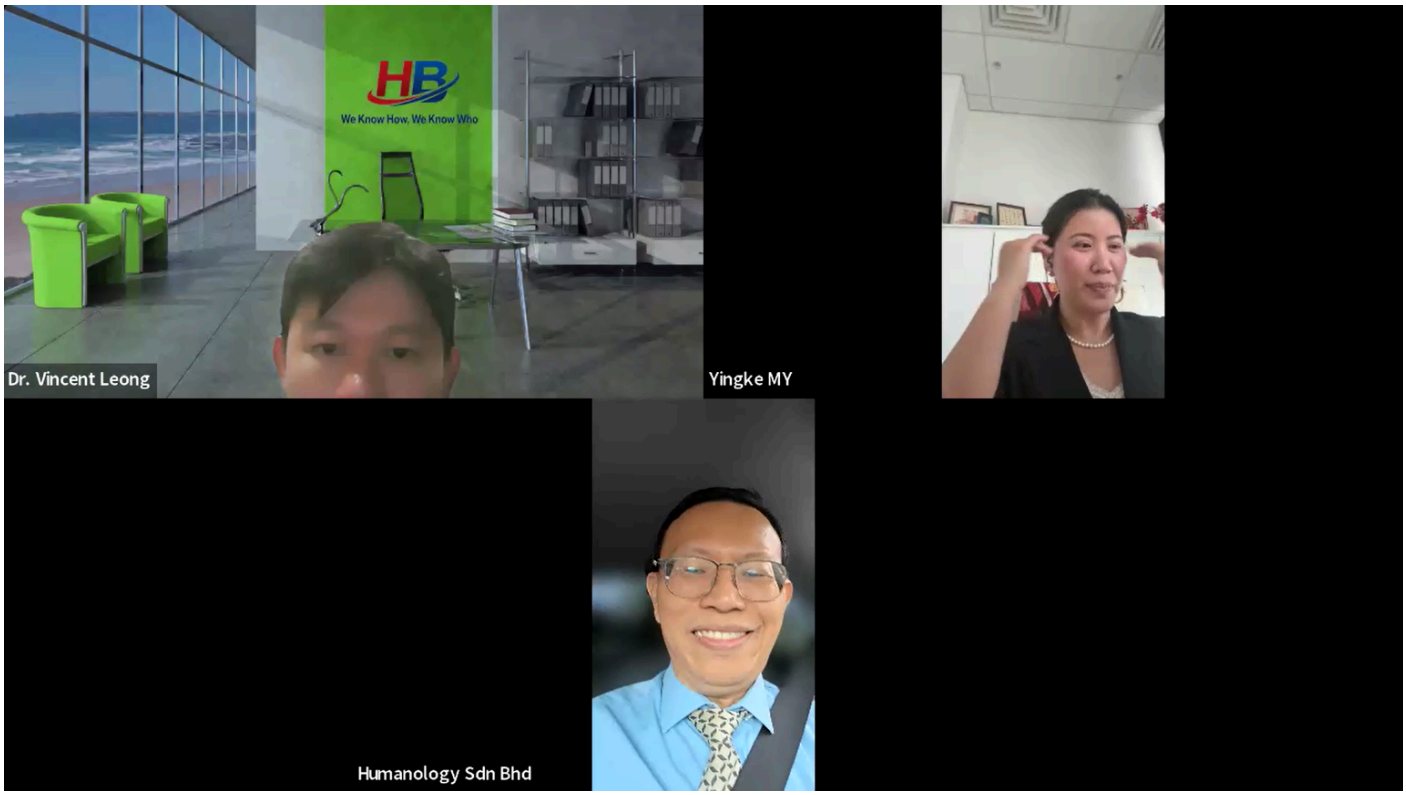






18 August | Courtesy Visit - Malaysian Green Tech & Climate Change Corporation (MGTC)

AUGUST



19 August | Meeting with Yingke Consulting Sdn Bhd



20 August | Meeting with Southern Steel Berhad Pulau Pinang

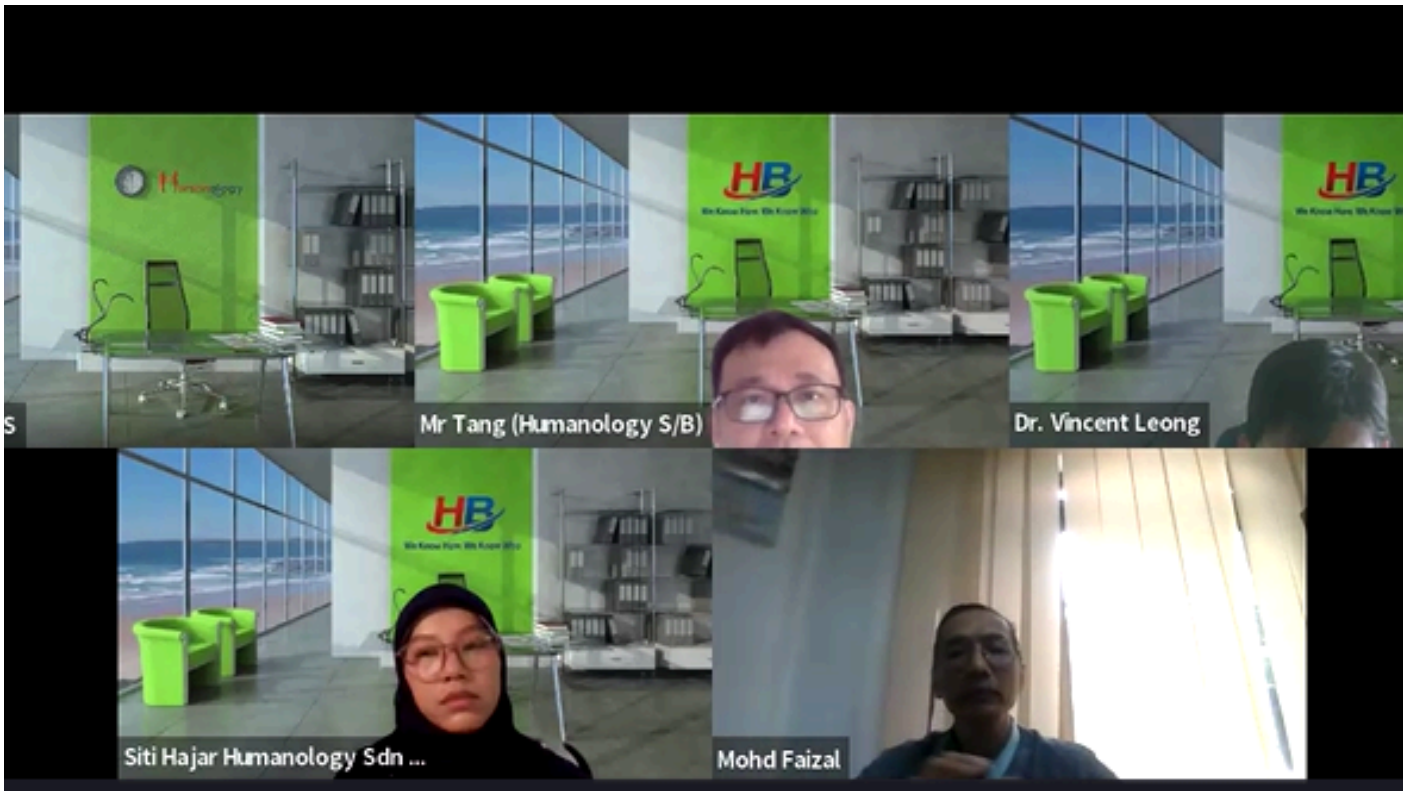
AUGUST





24 August | Courtesy Visit - Khazanah Nasional Berhad

AUGUST

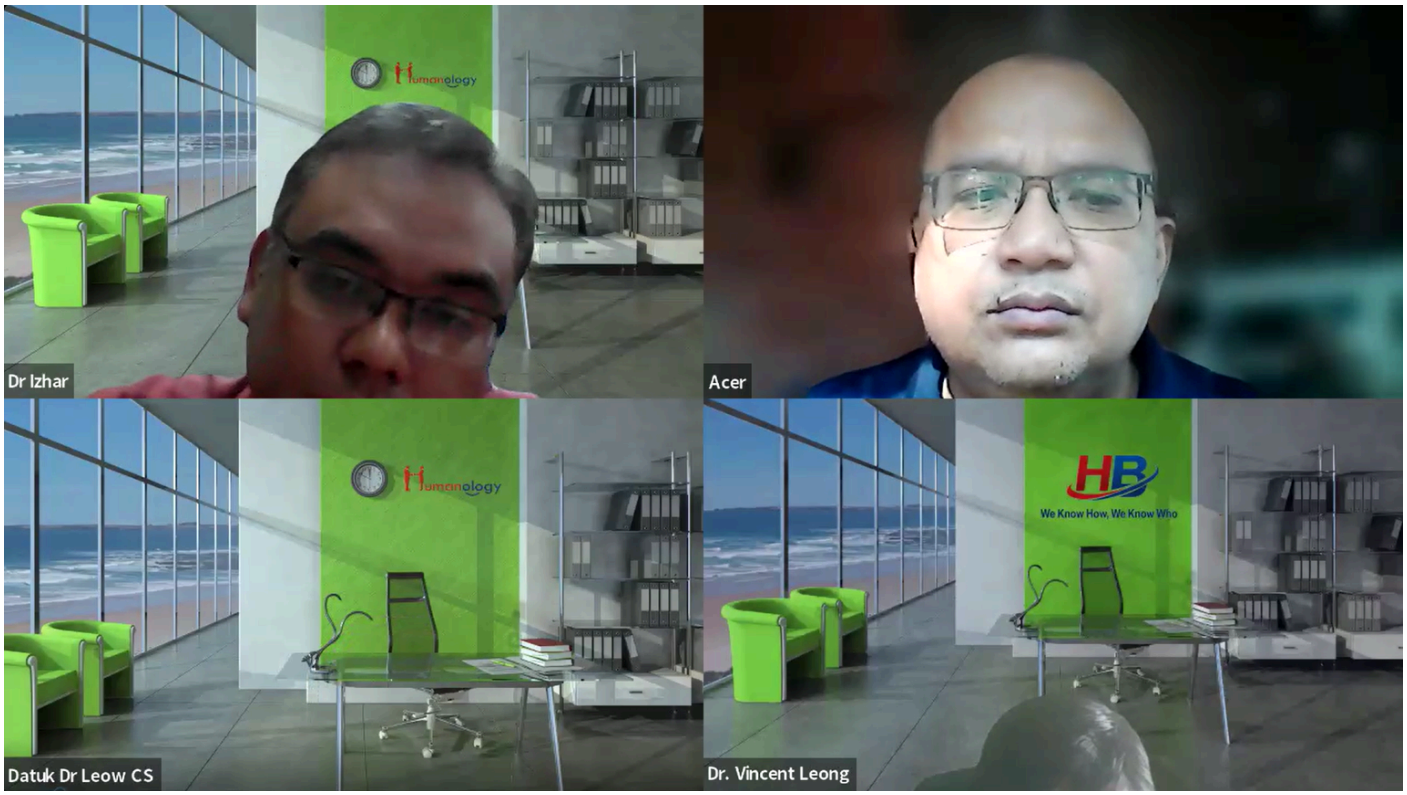


26 August | Meeting with TV Al-Hijrah



27 August | Courtesy visit - Mutiara Spaces by Boustead Properties Berhad

AUGUST



28 August | Meeting with Labuan Shipyard & Engineering Sdn Bhd

SEPTEMBER





2-3 September | Canva Training

SEPTEMBER







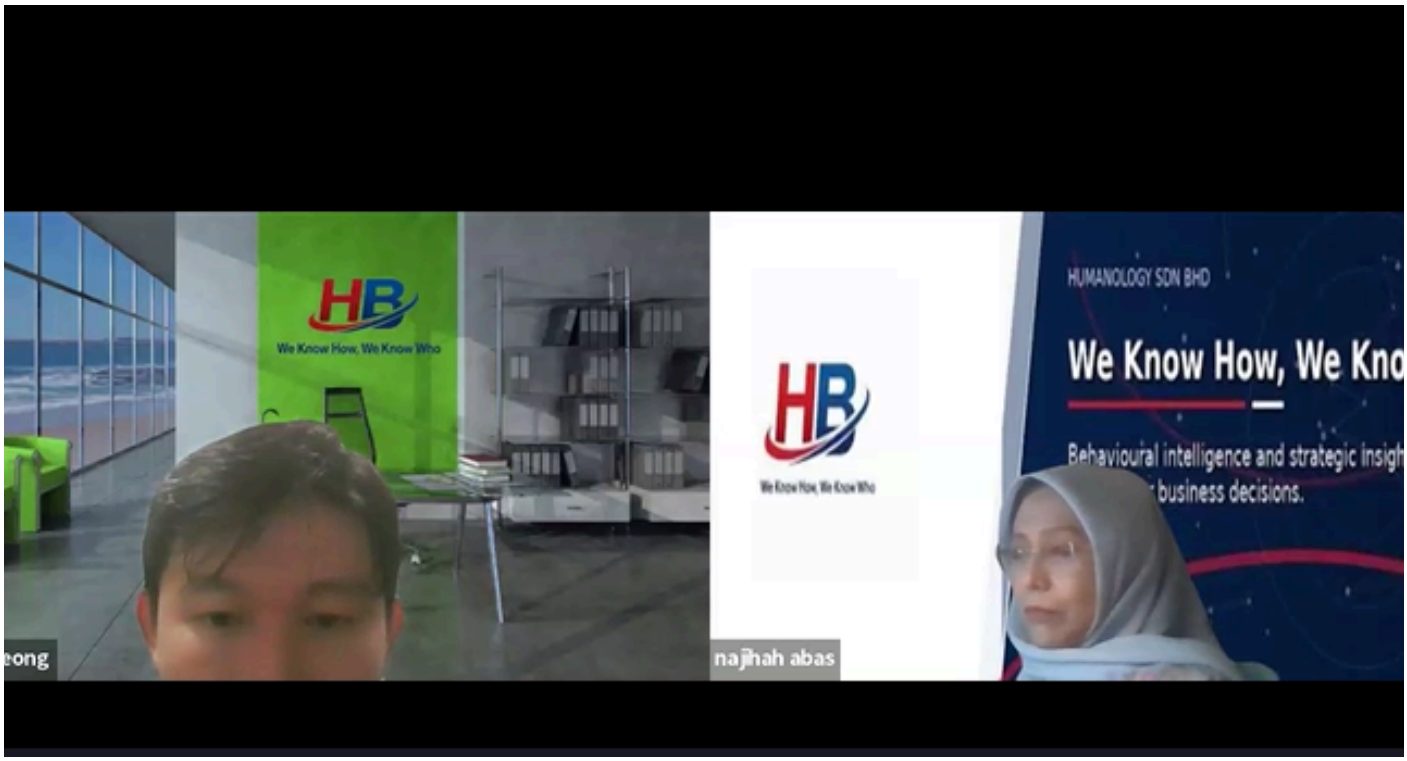




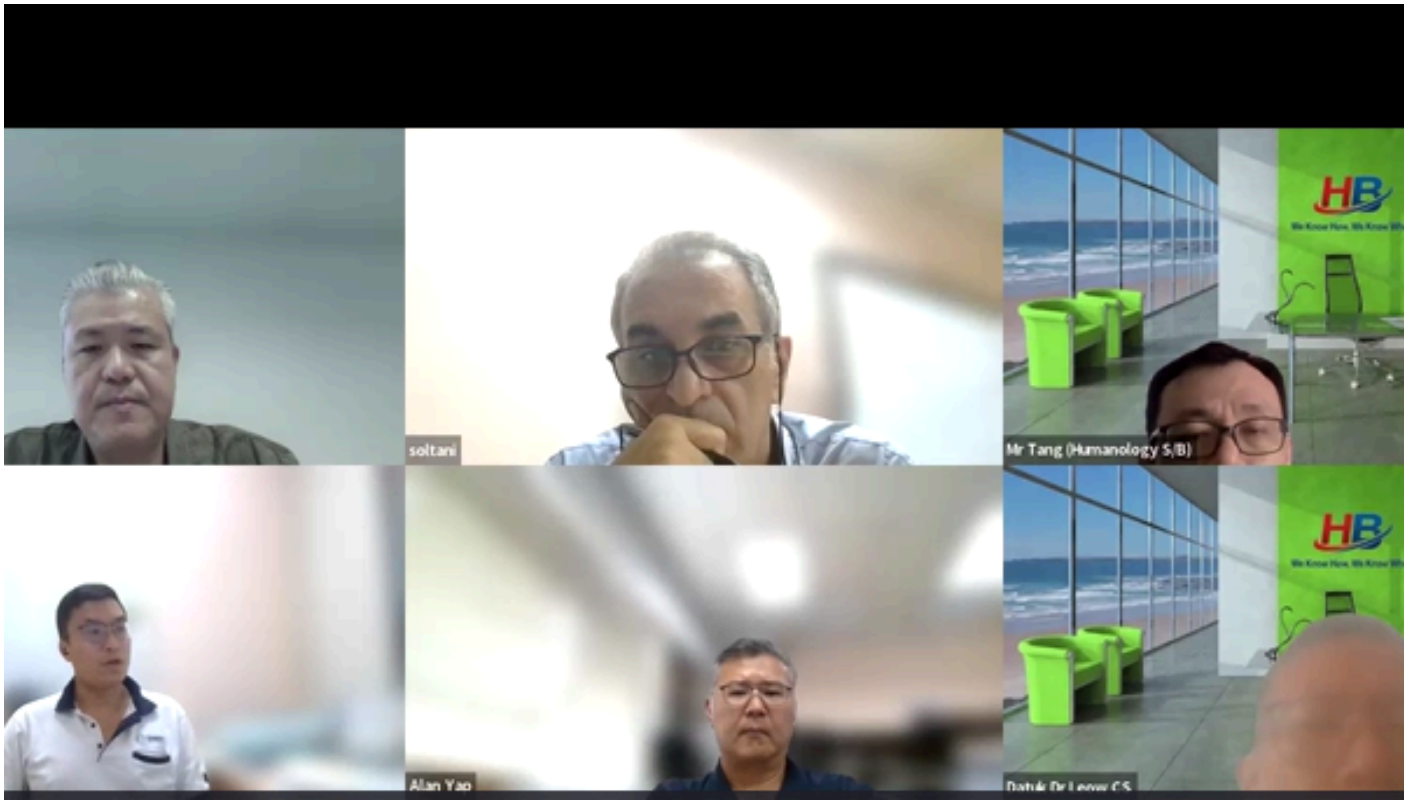


2-3 September | Canva Training

SEPTEMBER



2 September | Meeting with Roger



2 September | Meeting with Weng Meng Group

SEPTEMBER







4 September | MAHA 2026 MEAPS Serdang

SEPTEMBER







4 September | Courtesy Visit - KUSKOP

SEPTEMBER





4 September | Meeting with EAIC

SEPTEMBER





9 September | Courtesy visit - Arkib Negara

SEPTEMBER







10 September | Courtesy visit - Yayasan Wilayah Persekutuan

SEPTEMBER





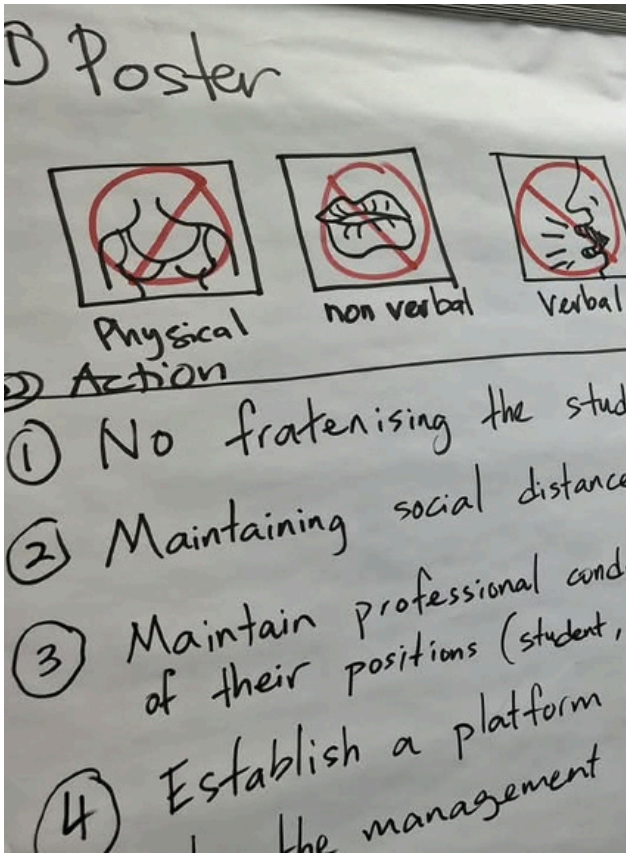


10-11 September | Sexual Harassment Training

SEPTEMBER







10-11 September | Sexual Harassment Training

SEPTEMBER

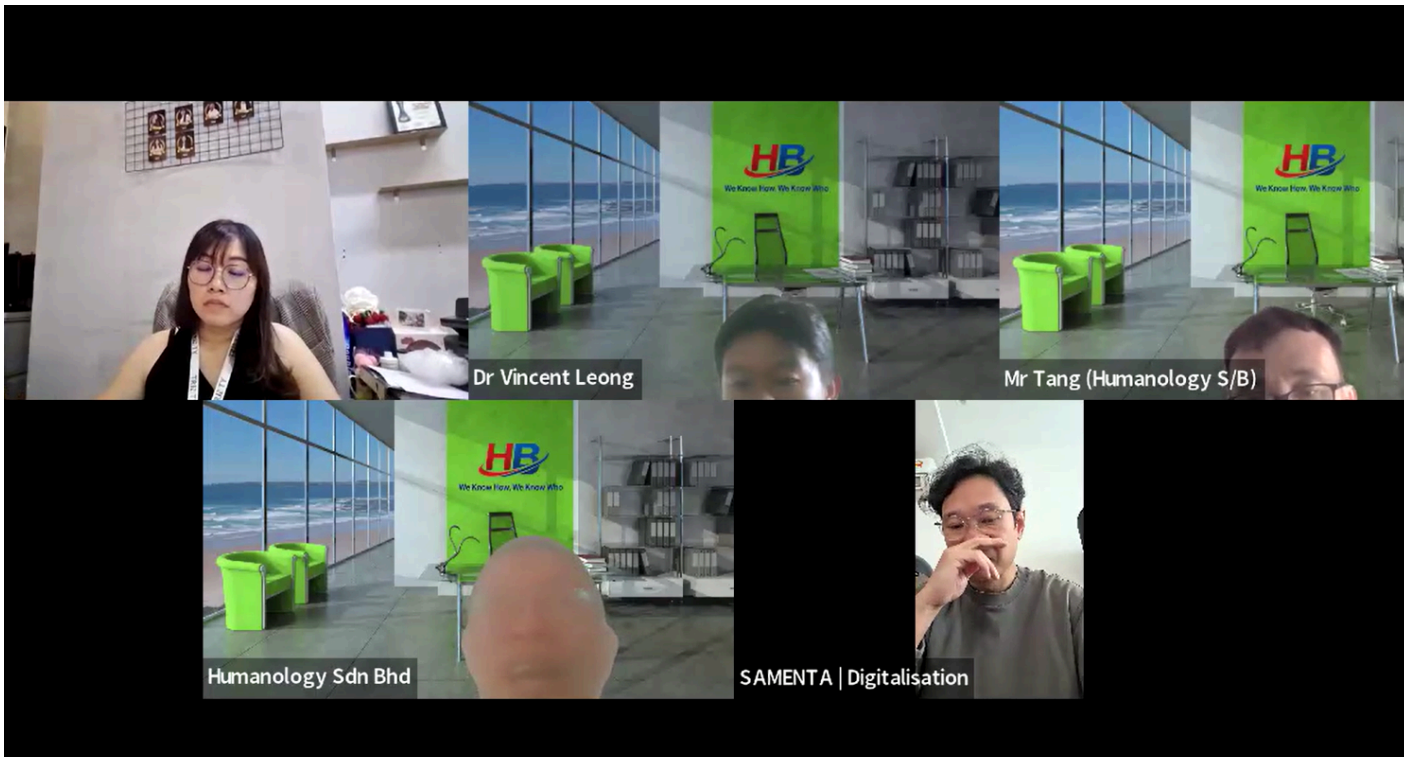






14 September | 26th Conference and Exhibition on Occupational Safety and Health (COSH 2026)

SEPTEMBER

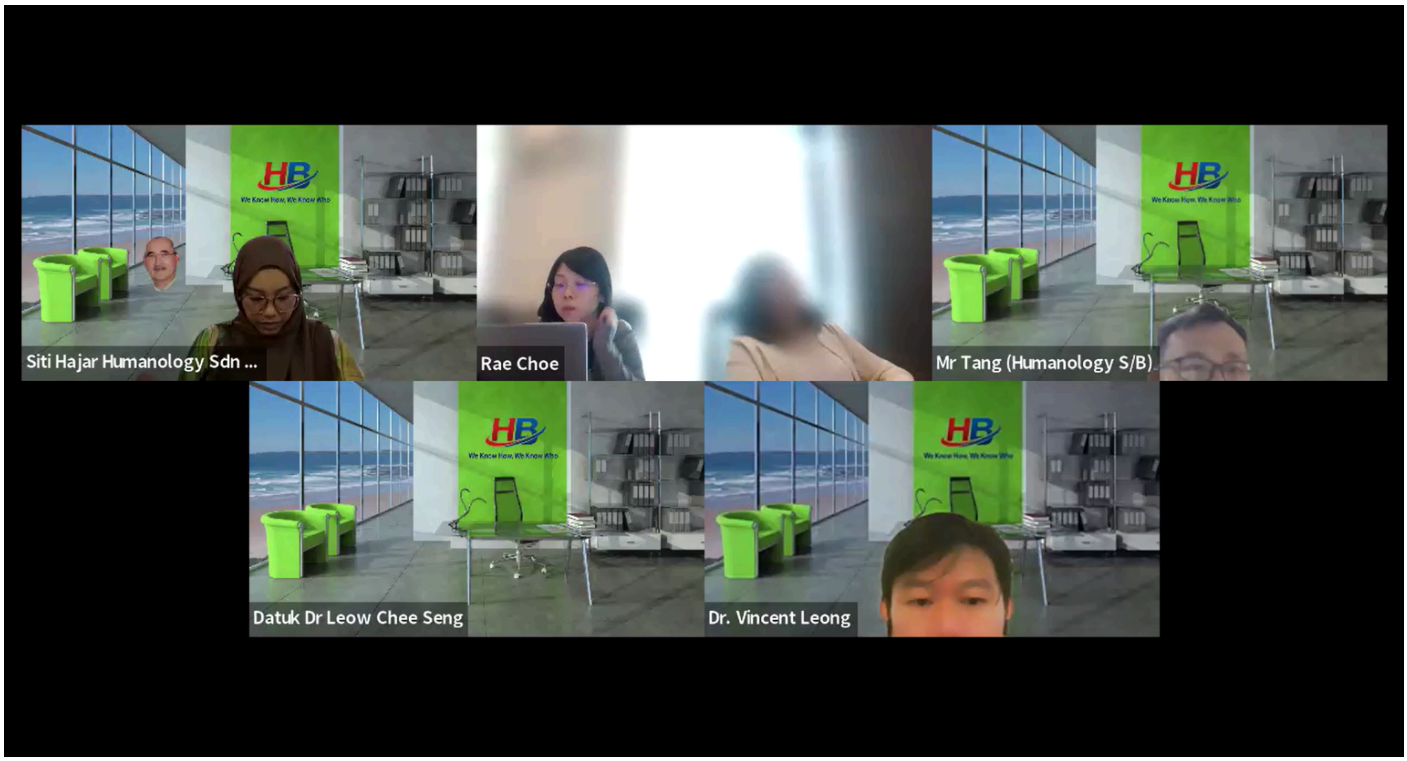


15 September | Meeting with Trinity 42



17 September | Meeting with Tuan Rashid

SEPTEMBER

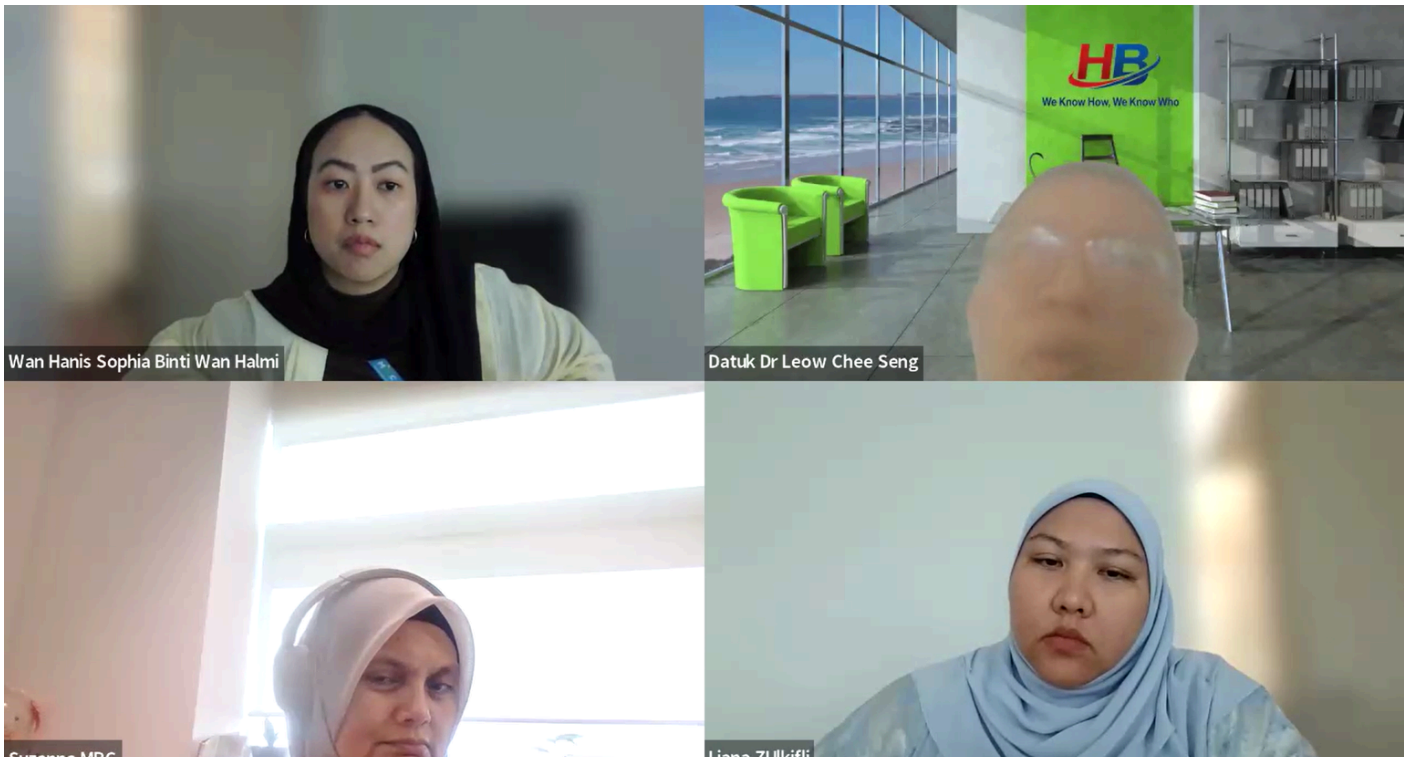


17 September | Meeting with My Gold Inti Sdn Bhd



18 September | Meeting with Thumbprints Utd. Sdn. Bhd.

SEPTEMBER



18 September | Meeting with Malaysian Rubber Council (MRC)



18 September | Meeting with Attorney General's Chambers of Malaysia

SEPTEMBER

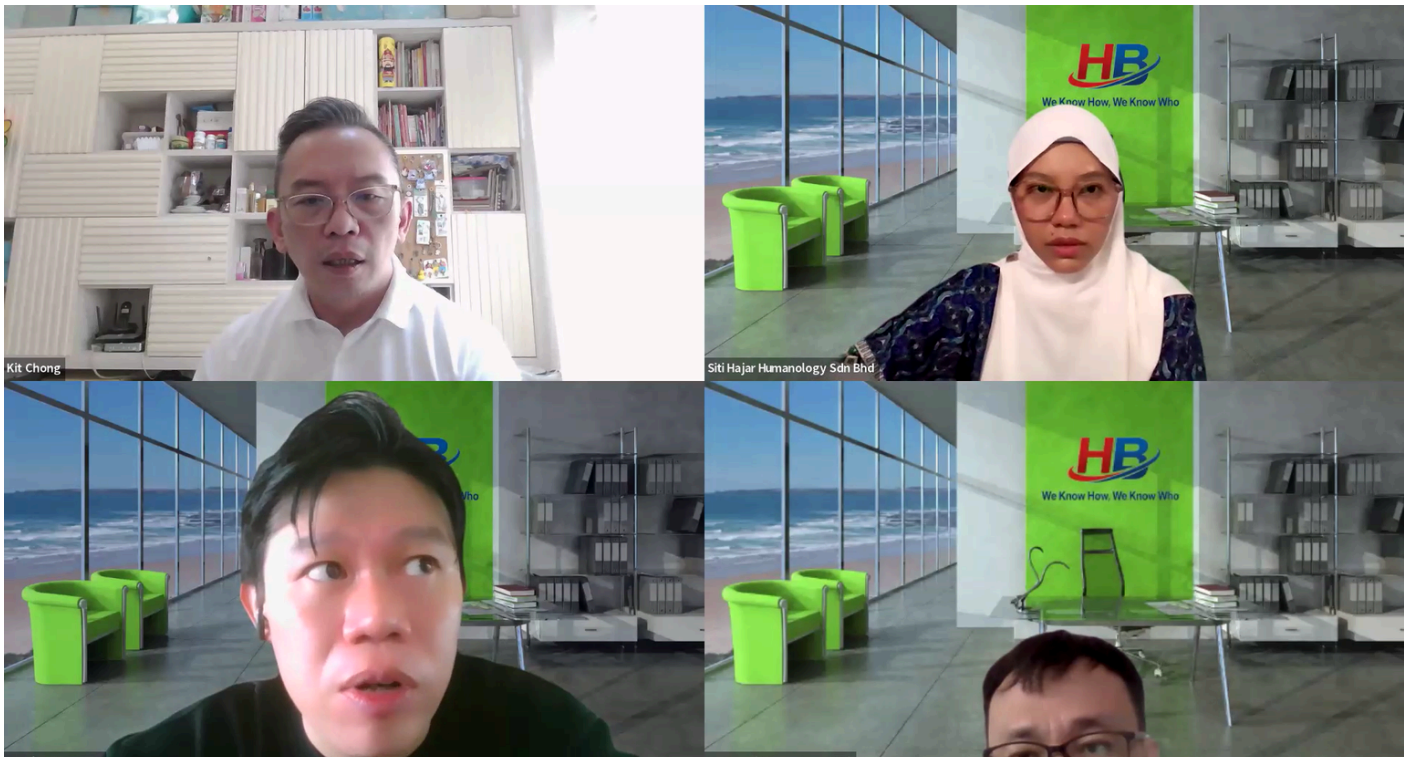






23 September | Student Research Project Supervision

SEPTEMBER



23 September | Meeting with Axecap Lystra Sdn Bhd



24 September | Courtesy visit - PTPK

SEPTEMBER





24 September | Meeting with TIDA

SEPTEMBER

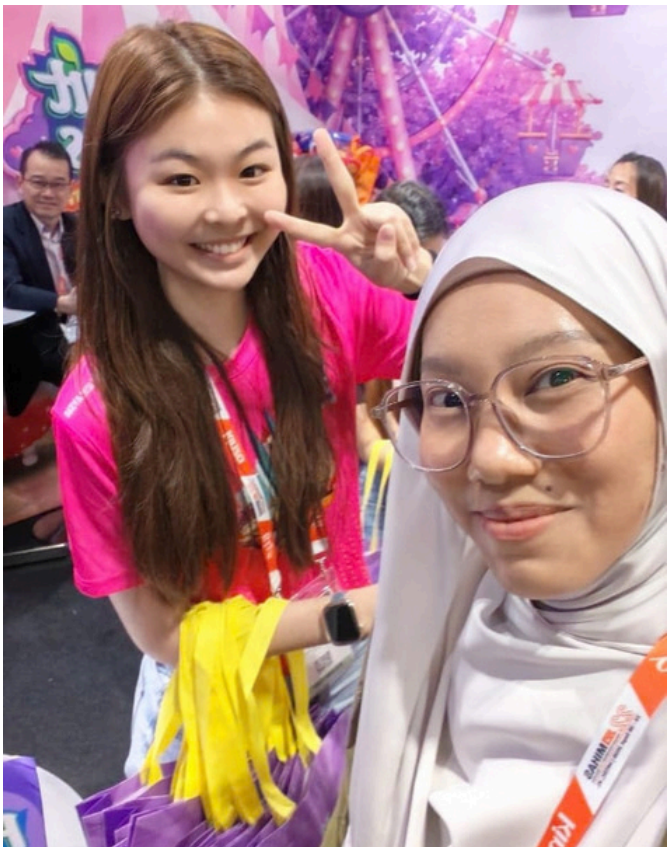




25 September | Courtesy visit - SIRIM Berhad

SEPTEMBER









25 September | Malaysia International Halal Showcase (MIHAS)

SEPTEMBER





28 September | Meeting - TUDM PTU

SEPTEMBER





28 September | Courtesy visit - JPPKK

SEPTEMBER





30 September | Meeting with MiDAS

Published by

Humanology

We Know How, We Know Who

www.hba.com.my

Published quarterly by
HUMANOLOGY SDN BHD
73-3 Amber Business Plaza, Jalan Jelawat 1,
Cheras, 56000 Kuala Lumpur.

Copyright © 2026 Humanology Sdn Bhd

All rights reserved. No part of this newsletter may be reproduced or used in any form or by any means, electronic or mechanical, including photocopying, recording, or by an information storage or retrieval information system, whatsoever, without prior written permission from the publisher.

+6018-2136755 info@hba.com.my