

Organised By



An Initiative By



#iEmPOWER



DEVELOPING A
**DIGITAL
MIND MAP**
FOR SELLING

- 25 MARCH 2021, THURSDAY
- 11:00AM - 12:00PM (GMT+8:00)

#WIEFDIGITALISATION2021

OVERVIEW

Increasing online sales is the most critical goal for most businesses thanks to the expansion of digital marketing platforms such as Facebook, Instagram and Lazada. Having opportunities to help surge sales could mean the difference between survival and failure. Understanding psychological principles and consumer behaviourism is a strategic approach to boost sales. A good example is to align the way shoppers subconsciously think with what they want and need. By studying how online shoppers search, browse and shop can help entrepreneurs present their products in a way that will guarantee repeat sales. Thus, they need to know the basics of psychology of online shopping and how it differs from physical store shopping decision-making.

The takeaways from the workshop:

- Identifying buying behaviour styles drive results.
- Using a mind map as the perfect tools for generating business ideas.
- Apply strategies by using various digital and marketing platforms to connect better and close more sales.

PROGRAMME

TIME	SESSION
11:00 AM – 12:00 PM	<ul style="list-style-type: none">• Key factors influencing consumer buying behaviour.• Adapt your existing business strategy to re-emerge stronger than ever by using a mind map.• Short-term and long-term digital marketing tactics to consider.• Tools you'll want to have to increase your efficiency and ROI.• How customer behaviour changes due to COVID-19 outbreak even after the crisis is over.• Strategies that you can and should put into place to market successfully in a post-pandemic period. <p>Q&A</p>





ABOUT

Trainer

Andrea Chow

Founder
Global Circles Academy
Malaysia

Besides being a sales trainer, coach and consultant, Andrea Chow is also the founder of ACETS Sdn Bhd since 2016 and Global Circles Academy in January 2021. She helps clients rewire their sales process, improve on their sales strategy and brought improvement between 20 per cent – 200 per cent.

Andrea has trained thousands of students and clients in sales all over Asia, including Malaysia, Singapore, Vietnam, Myanmar and Thailand.

As the author of Breakthrough with a Coach she shared her experience in business on

how she got stuck and hired a coach to accelerate her business to a six-figure income in just weeks.









In 2020, she was awarded by Marketing in Asia as the Rising 70 Personnel on LinkedIn in Malaysia. Towards the last quarter of 2020, together with her business partner they launched Sales Wiring Program to serve the sales profession, business owners, individuals who are seeking out new business after they lost their income or job during the pandemic. Her training and consultancy clients include Prudential, Maybank, Etiqa and Standard Chartered.



ABOUT

World Islamic Economic Forum Foundation (WIEF)

World Islamic Economic Forum (WIEF) Foundation was established in 2006. It is the organising body of the annual World Islamic Economic Forum. The Forum serves as a focal point where country leaders, captains of industry, emerging entrepreneurs, academics and other stakeholders from the Muslim World and beyond, meet to build bridges through business. The Foundation also undertakes various capacity building programmes under the WIEF initiatives of the Businesswomen Network (WBN), Young Leaders Network (WYN), Education Trust (WET) and Roundtable Series (WRT).

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ABOUT

WIEF Businesswoman Network (WBN)

WIEF Businesswomen Network (WBN) was introduced at the inaugural World Islamic Economic Forum in 2005. It marked the Foundation's recognition of the importance of women's contribution to economic growth. WBN is aimed at providing a networking platform for women entrepreneurs globally. Thus, creating valuable connections between businesswomen from both Muslim and non-Muslim worlds, as well as empowering their business potential and widening their market reach.

WBN initiatives are designed to equip women entrepreneurs with business know-how, e-commerce capabilities as well as knowledge in business growth and diversification. To this effect, WBN has initiated several entrepreneurship programmes such as WIEF

Women Entrepreneurs Workshop, WIEF Regional Online Marketing Workshop, WIEF Entrepreneurial Retreat, WIEF Tea Talk, WIEF Women Entrepreneurs Strategic Workshop, WIEF Social Media Workshop for Women Entrepreneurs, WIEF Businesswomen Forum held in Gangneung, Korea and #iEmPOWER workshop series.

To date, WBN entrepreneurship programmes have continued to evolve with the times and benefitted nearly 1000 women from 52 countries. WBN will continue its efforts in empowering and advancing women in the economic fields at national, regional and international levels.

Dato' Dr Norraesah Mohamad

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