CONFIDENTIAL

General Sales Proposal

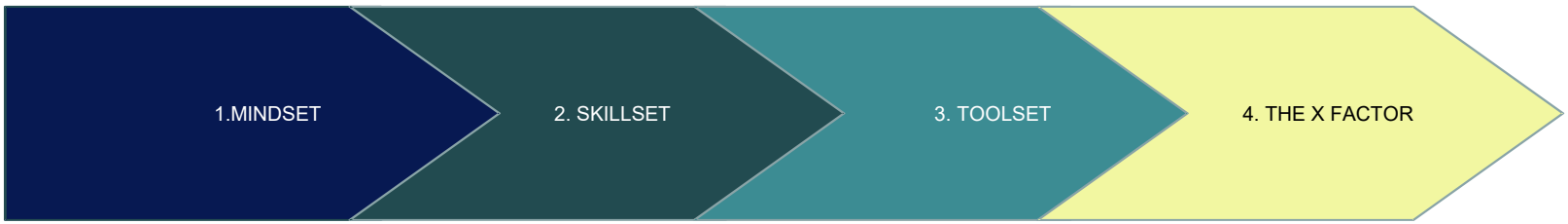
The Sales Coaching Program

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+62896 8090 2125
www.onewillsolusi.com

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THE ONEWILL FRAMING of TRAINING

Masalah Klasik dalam People Development



- The Art of communication
- Goal Pribadi
- Powerful Motivation
- Belief vs Value
- Perception
- Fixed Mindset vs Growth Mindset
- Adapting to Change

Six Steps of Communication And Selling

1.Approach
2.Probing
3.Presentation
4.Handling Objection and Negotiation
5. Closing
6. Maintain

- Problem Solving and Decision making
- Creative Leadership
- Negotiation
- Handling Objection
- Tactical
- AI Optimization

TOWS Analysis

- Closing ratio
- Funneling
- Territory and distributorship
- Data Storytelling

- Wisdom
- Role Model
- Probing
- Coaching
- Service
- NLP for leadership
- Marketing Strategy
- Strategic Leadership
- Balance Score Card
- Mental Blocked
- Sales Pitch

Sales Leadership Consulting 6 months to 1 year

Pemahaman Awal

Konteks – Initial TNA (Training Need Analyst)

Dear Valued Customer, yth

Mohon Diisi tentang :

- kebutuhan training yang Anda inginkan saat ini
- Pain Point saat ini
- Jumlah dan profle peserta
- Harapan dari pelatihan ini
- Budget
- Waktu Pelaksanaan

Salam The Will

Sasaran Secara Umum

- Cara Jualan Laku Keras di Channel B2B / B2C
- Memberikan keterampilan dan peningkatan pengetahuan tentang Esential Selling, Marketing dan Branding
- Memahami dan memiliki ketrampilan menjual secara persuasive, adaptive dan efektif
- Meningkatkan motivasi dalam menjalani *day to day selling activities*
- Peningkatan Kinerja Departement kerja terkait dalam menjual produk

Sumber: studi internal

Usulan Program ” Sales Coaching Program 6 Months ”

Apa Tujuan Umum ….?

Untuk membantu Perusahaan didalam mengembangkan / meningkatkan kemampuan Selling

- Melakukan transformasi kemampuan *Persuasive Selling* dan sesuai dengan kebutuhan pasar saat ini.
- Memberikan pemahaman dan pengetahuan dasar *atas 6 steps of selling* secara sistematis sesuai praktek terbaik saat ini yang ada.

Apa isi program….?

Coaching dan Pelatihan Overview yang berisi aspek kemampuan soft skill dan teknikal terkait komunikasi dalam menjual

.

- Teknikal:
  - *Basic Persuasive Selling and Salesmanship*
  - *Building Rapport on one on one selling*
  - *Six Steps of selling*
  - *How to sell*
- Manajemen
  - *Building Trust With Customer and Align department*
  - *Buying Decision making process*
  - *Basic Leadership*

Bagaimana …..?

6 modul pelatihan selama 6 bulan yang disampaikan dengan metode pelatihan sbb:

- Coaching
- Presentasi
- Case Study Video
- Praktek Persuasive Selling
- Praktek Coaching
- Praktek Komunikasi Efektif
- Praktek Leadership

Dalam 1 bulan, terdapat 2 opsi pelatihan yaitu 3 hari atau 7 hari efektif

Sumber: studi internal

WHAT



Coaching bukan sebagai…

- Pengganti pelatihan
- Cara terakhir untuk karyawan yang kinerjanya jelek
- Hukuman terhadap karyawan yang bermasalah
- Alat untuk memecat karyawan
- Penentu untuk menaikkan gaji/bonus karyawan

WHY



Tujuan Coaching

- Memahami WHY of Working as a Salesman
- Meningkatkan kualitas leadership
- Clarity, tetap fokus dan mengetahui tujuan
- Meningkatnya sumber daya dan daya juang
- Menyadari pentingnya tujuan dan waspada
- Meningkatkan kinerja karyawan
- Memotivasi dari dalam diri sendiri

Silabus dan Time Line
Sales Coaching program 2027

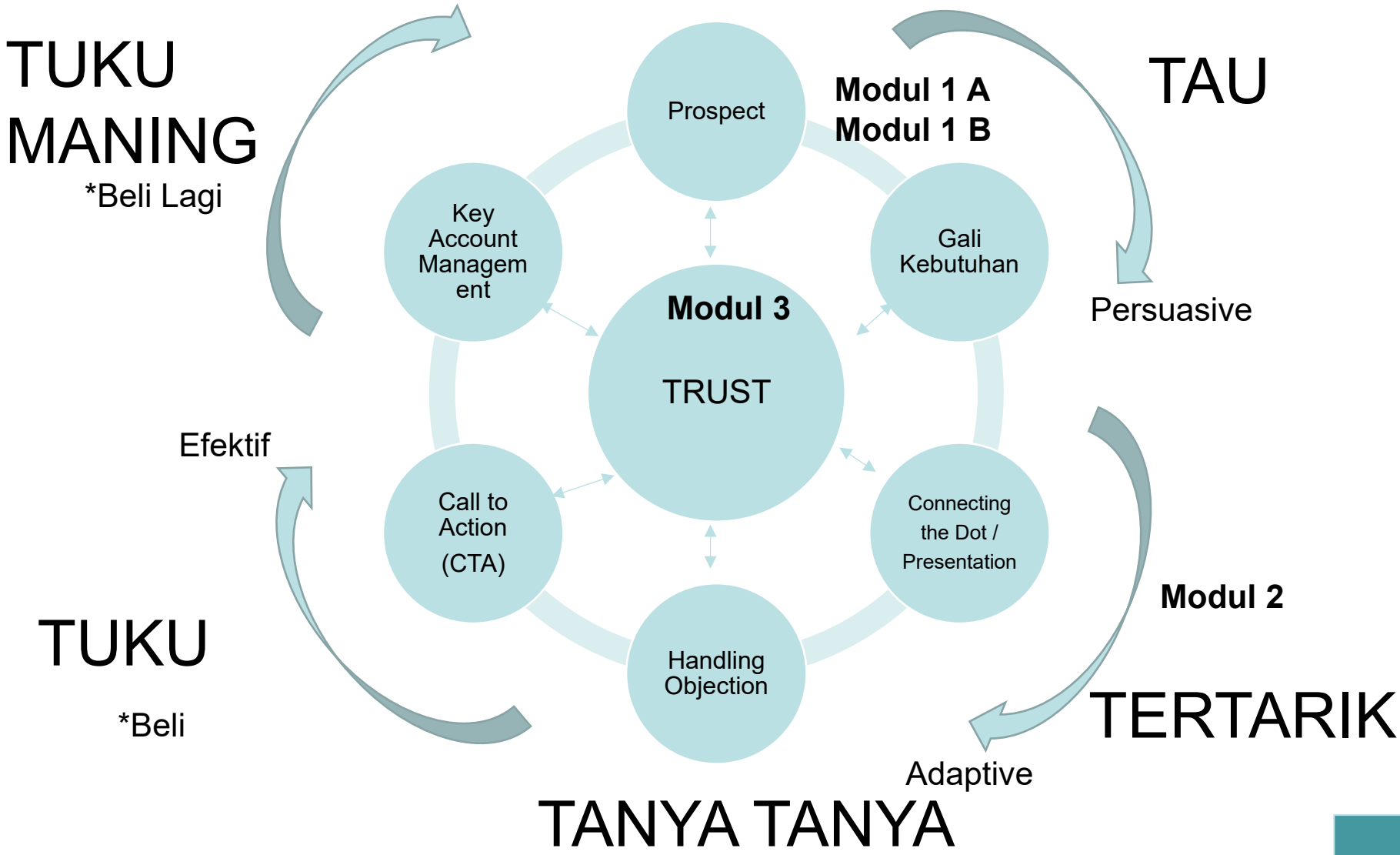
Modul	Objective	Jan	Feb	March	April	Mei	June
1A 1B	Sales Essential						
2	Communication In Selling						
3	Sales Leadership						
4	Taylor Made						
5	Taylor Made						
6	Taylor Made						

Notes :
- Terdapat 2 opsi pilihan perbulan yaitu 3 atau 7 hari efektif, 1 hari = 8 jam
- Modul 4, 5 dan 6 di sesuaikan dengan hasil review setelah pelaksanaan selama 3 bulan
- Detail Taylor Made Modul dapat dilihat pada apendiks

7 Days Coaching Program per month 2027

Day	Objective	W1	W2	W3	W4	W5	Notes
1	Lecturing						Sales Essential 1 A 1 B
2	Coaching						Facts Finding
3	Coaching						Mapping Activities
4	Coaching						Initial Problem and Solution
5	Coaching						GROW Model
6	Group Coaching						Task #1
7	Group Coaching						Project Presentation

FRAMING 6 STEPS of SELLING
Sebagai dasar Sales Coaching program 6 Months



Modul 1 A – Half Day

Module 1 A : 08.30 – 10.00
Persuasive Selling Essential

Technical Capability

1. Triune Brain Theory
2. THE FORD, FORM, POGO Theori
3. Logos, Pathos dan Ethos
4. Sales Pitching Teknik

Management & Behaviour

1. Persuasive Communication in day to day selling activity
2. Basic Leadership (Intrapersonal)

Module 1 B 10.00 - 11.30
Praktek Persuasive Selling

Operating Capabilities

1. Six Steps of Selling
2. Seni persuasi melaui Intonasi, jeda, pemilihan kata kata dan
3. Membaca Clinton Box dan Buying Signal
4. Pacing Leading Praktek

Management & Behavior

1. Trust building with Customer
2. Selling Skills

Training Delivery in 3 hours

- Presentasi 1.5 jam
- Praktek Benefit vs Cost 1 Jam
- Case Study Video Selling
- 0.5 Jam

Objective Day 2

1. Peserta memahami cara affinity melalui aktivasi *Hot Button Customer*
2. Peserta dapat mengaplikasikan Tugas "*Membuat USP"* dalam konteks *Creative Selling*
3. Peserta mengetahui 3 hal mendasar dalam *persuasive selling*
4. Peserta memahami hubungan Brain, Brand, Marketing, Persuasive Selling dan B2B Selling
5. Peserta memahami 7 langkah mengubah *Leads* menjadi pembeli

Modul 1 B – Half Day

Module 1 A : 08.30 – 10.00
Basic Creative Selling Essential

Technical Capability

1. *Salesmanship and Selling Skill esential*
2. *Selling Esential on B2B Channel*
3. *Creativity Thinking Essential*

Management & Behaviour

1. *General Communication in day to day selling activity*
2. *Basic Leadership (Self Awareness)*

Module 1 B 10.00 - 11.30
Basic Key Account Management

Operating Capabilities

1. *Basic Segmentation on Key Account Management*
2. *Six Steps of Selling*
3. *Customer Path and Six steps of Selling*

Management & Behavior

1. *Trust building with Customer*
2. *Selling Skills*

Training Delivery in 3 hours

- Presentasi 1.5 jam
- Praktek Persuasive Selling 1 Jam
- Case Study B2B Selling 0.5 Jam

Objective Day 1

1. Peserta dapat memahami *Benefit* dari *Selling* di B2B Channel secara umum dan *product premium SAP* pada khususnya
2. Peserta dapat menggali makna jualan dan dasar *dari Key Acoount Management (KAM)*
3. Peserta mengetahui dasar berpikir kreatif dalam menjual agar laku keras
4. Peserta dapat membuat USP (Unique Selling Point) sebagai pembeda dengan kompetitor
5. Peserta memahami konsep *Affinity* sebagai key success factor dalam menjual

Modul Kedua : Communication in Selling

Sesi	Objective	Learning Objective	Learning Materials	Methods
1	The Art of trust and Build Relationship	• Peserta mengetahui 3 lapisan otak dan dasar dari teori kebutuhan • Peserta Memahami Trust Formulation dan mampu menurunkan Ego sehingga fokus kepada pelayanan • Peserta Memahami teori FORD, POGO dan 5 P dalam membina hubungan	• Trust Formulation ex Trusted Advisor • Triune Brain Theory • Maslow Hierarchy	• Pre Test • Lecturing • FGD : Movie Lie To Me • Discussion • Interactive Group Presentation
2	Essential Communication	• Peserta mengetahui 3 aturan bermanfaat dalam komunikasi • Peserta mengetahui 6 shortscuts dalan persuasive communication dan konsep Ethos Pathos Logos • Peserta memahami design komunikasi efektif • Peserta mengetahui cara bersikap Assertive • Peserta mampu melakukan komunikasi Efektif	• NLP communication essential – RH Wiwoho • Triune Brain Theory – Paul D Maclean • Robert B Chialdini • Ethos Pathos Logos Aristoteles • Start With Why ex Simon Sineck	• Lecturing • FGD : Movie Pacing Leading • Discussion
3	Essential negotiation	• Peserta memahami Makna Negosiasi • Persiapan dan Langkah negosiasi • Elemen Kunci Negosiasi • Permainan negosiasi • Gaya Negosiasi • Type Negosiator dan Type Orang sulit	• Elemen Negosiasi (ZOPA, BATNA, Reservation price, Trade off)	• Lecturing • FGD : movie Jordan Belfort • Discussion
4	Win Win Solution and Handling Objection	• Peserta memahami konsep negosiasi win win • Peserta mengetahui perbedaan Rejection dan Handling Objection • Peserta Mampu melakukan Handling Objection dengan berbagai case studi	• Sales Negotiation • Win Win Solution	• Lecturing • Discussion • Role Play • Post Test

Modul Ketiga : Sales Leadership

Sesi	Objective	Learning Objective	Learning Materials	Methods
1	Essential LeaderSHIFT	• Peserta mengetahui kondisi penjualan Pasca covid 19 dan peran leader sebagai katalis dan change agent • Peserta memahami peran Supervisor dan top management dalam penjualan • Peserta mengetahui beda leader dan manager • Peserta memahami beda Leadeshift dan Leadership	• Leadership ex John C Maxwell • Leader-SHIFT ex John C Maxwell	• Pre Test • Lecturing • FGD : movie future Sales • Discussion • Interactive Group Presentation
2	Leader as a communicator	• Peserta mengetahui 3 aturan bermanfaat dalam komunikasi • Peserta mengetahui 6 shortscuts dalan persuasive communication dan konsep Ethos Pathos Logos • Peserta memahami design komunikasi efektif • Peserta mengetahui cara bersikap Assertive • Peserta mampu melakukan komunikasi Efektif	• NLP communication essential – RH Wiwoho • Triune Brain Theory – Paul D Maclean • Robert B Chialdini • Ethos Pathos Logos Aristoteles • Start With Why ex Simon Sineck	• Lecturing • FGD : Movie Pacing Leading • Discussion
3	Sales Leadership	• Peserta mengetahui makna dari inner motivasi dan mengapa banyak motivasi mengalami kegagalan. • Peserta mampu membuat Noble Goals dan Mengapa itu begitu penting untuk dicapai • Peserta memahami situasional leadership anggota team berdasarkan karakter Mau vs Mampu	• Situational Leadership ex Ken Blanchard • Motivation 3.0 ex Daniel Pink •	• Lecturing • FGD : movie Marshmallow Test • Discussion
4	Develop team member dan action Plan	• Peserta mengetahui peran Gen Z dan Strawberry generation dalam 5 tahun ke depan • Peserta mengetahui essential dalam pemetaan team member • Peserta memahami pembuatan Action Plan dalm 6 bulan kedepan	SMART Goal Setting	• Lecturing • Discussion • Interactive Group Presentation • Post Test

Investment Program untuk max 10 Audiences (EXC Hotel, Buffet, Accommodation, etc)

In Mio Per months	Offline	Agenda
TBC	7 Days	1 Days Lecturing + 6 Days Coaching
		See Detail
TBC	3 Days	1 Days Lecturing + 2 Days Coaching
		See Detail

Benefit, Term and Condition :

- Additional Fee Rp 3 mio per hour or Rp 25 mio per days if needed
- E-Certificate and PDF File Training Material
- Free 10 Ebook about Selling and Marketing
- Free 6 Hour Home Work Discussion via “Zoom” 1 month after Training
- Life time Discussion through WA Group Sahabat Coach TV
- Bank Transfer to BNI 8882152155 PT Onewill Solusi Indonesia
- Payment max 1 Day before Training and Coaching Date

ONEWILL Solusi



Facilitator Team

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Team of Facilitators
Trainer Communication, Leadership and Business Presentation



Willy Premadi, MT
Lead Facilitator
Marketer & Business Coach
Founder Sahabat Coach TV

Willy Premadi is a professional Sales Trainer, Business Coach and an Enthusiastic Learning developer

For more than 18 years of experience in Sales Field, Willy is a proven Sales practitioner with wide perspective in Sales Knowledge

Starting in 2012 with his interest in developing Sales people Willy decided to follow his Passion to become a Sales Trainer and passionately share his knowledge and Experience to all Sales people in many kind of Industries

The speciality of Willy is In B2B business with his wide Experience Willy loved to share and Improve Salespeople Skill with in his Program of Training

Professional Career:
- Direktur Komersial PT Onewill Solusi Indonesia
- Vice President Sales - PT Mitra Kiara Indonesia
- Sales Manager – PT. Cemindo Gemilang Tbk
- Sales Manager – PT Holcim Indonesia Tbk
- Business Unit Sales Manager – PT SCG

Portofolio:
- PT. Adira Finance
- First Media Group
- Tupperware
- ANZ Bank
- Semen Merah Putih
- Mowilex
- Trimitra securitas
- Standard Chartered bank
- and many more

Certification:
- Master of real Estate TarumaNegara Univ
- NLP Practitioner

Lead Facilitator



Ade Fajar Maulana
Professional Trainer
BNSP RI, DiSC & BSC USA Certified
Data & Business Presentation Enthusiast

Fajar has more than 10,000 hours of experience in the field of training. Both in the development of human resources, in particular the creation of mechanisms for performance management and the development of general, managerial and technical competencies that will enable a business to meet the objectives of its clients.

Certification:
- BNSP RI (Trainer Level 4)
- DiSC Wiley USA
- Balanced Scorecard USA
- Microsoft Analyzing & Visualizing DATX 206

Professional Career:
- Professional Trainer - Present
- Corporate Training Specialist – PT International Services Pacific Cross
- Merchant Support Coordinator – American Express Bank

Has Delivered Training to:
- Danone
- Petrokimia Gresik
- Indosat Ooredoo Hutchison
- Freeport
- Kompas Gramedia
- Bank BRI
- Bank BNI
- Rekayasa Industri (Rekind)
- USAID
- Sari Husada
- KAI
- TELKOM

Tools for Training:
- Office 365
- PowerPoint
- Excel
- Power BI
- AI (Chat GPT, Copilot, Gemini)

ONEWILL Solusi

Soft Skill and Negotiation Coach
Liliana Lyn Wong



CEO PT Achievement Resources Solusindo

- Magister Management Unika Atmajaya
- Certified Assessor Kompetensi MSDM BNSP
- Certified Coach ACSTH 66 hour Korpora Consulting

Team Experience



















































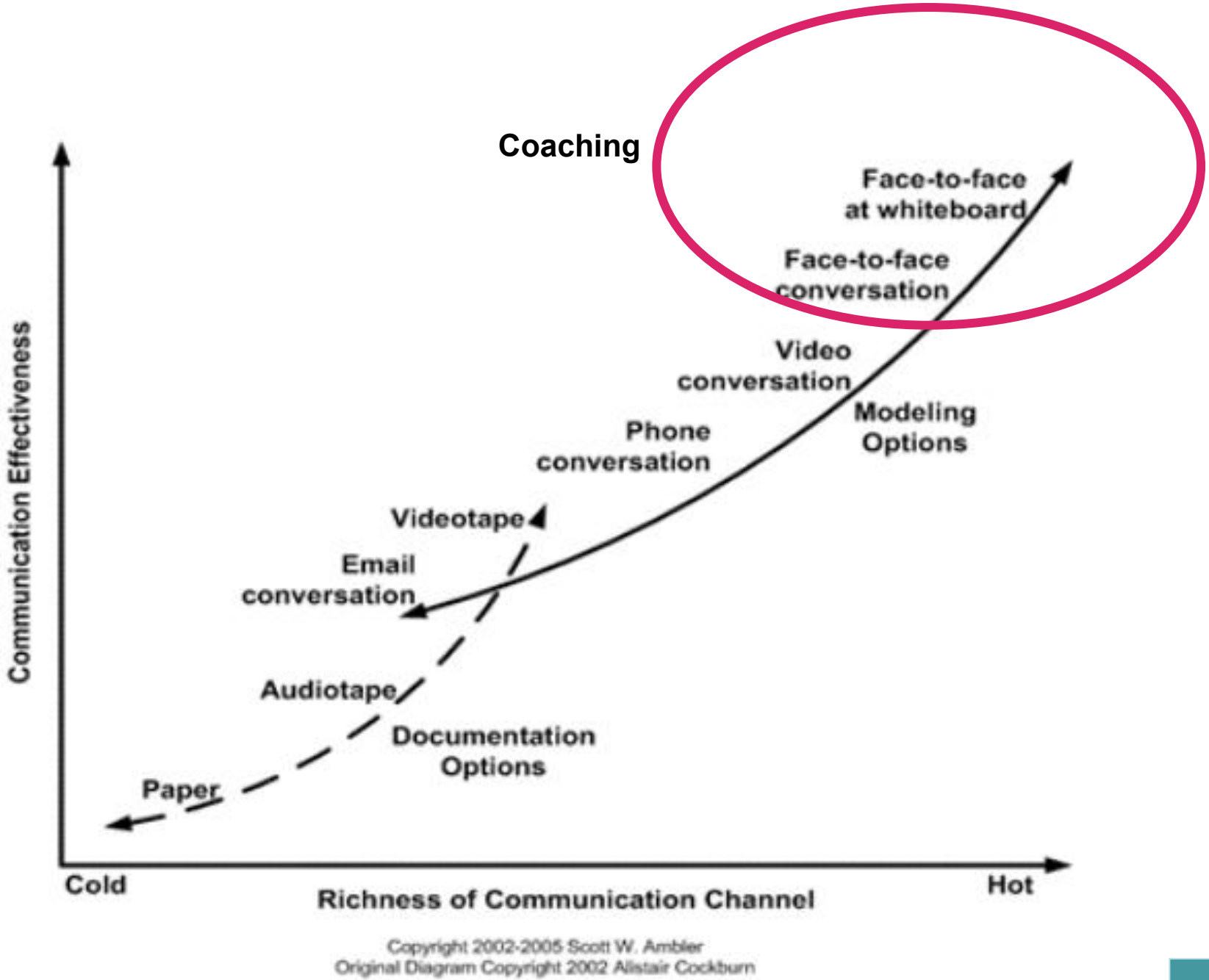








Appendix

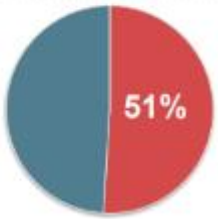


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Original Diagram Copyright 2002 Alistair Cockburn

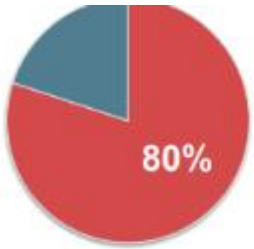
WHY COACHING



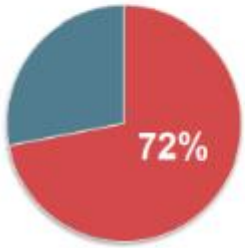
- Perusahaan menyadari bahwa memimpin team dengan menggunakan pendekatan coaching dapat meningkatkan work performance sebanyak 70% dari teamnya.



- Coaching dapat meningkatkan team effectiveness sebanyak 51%.



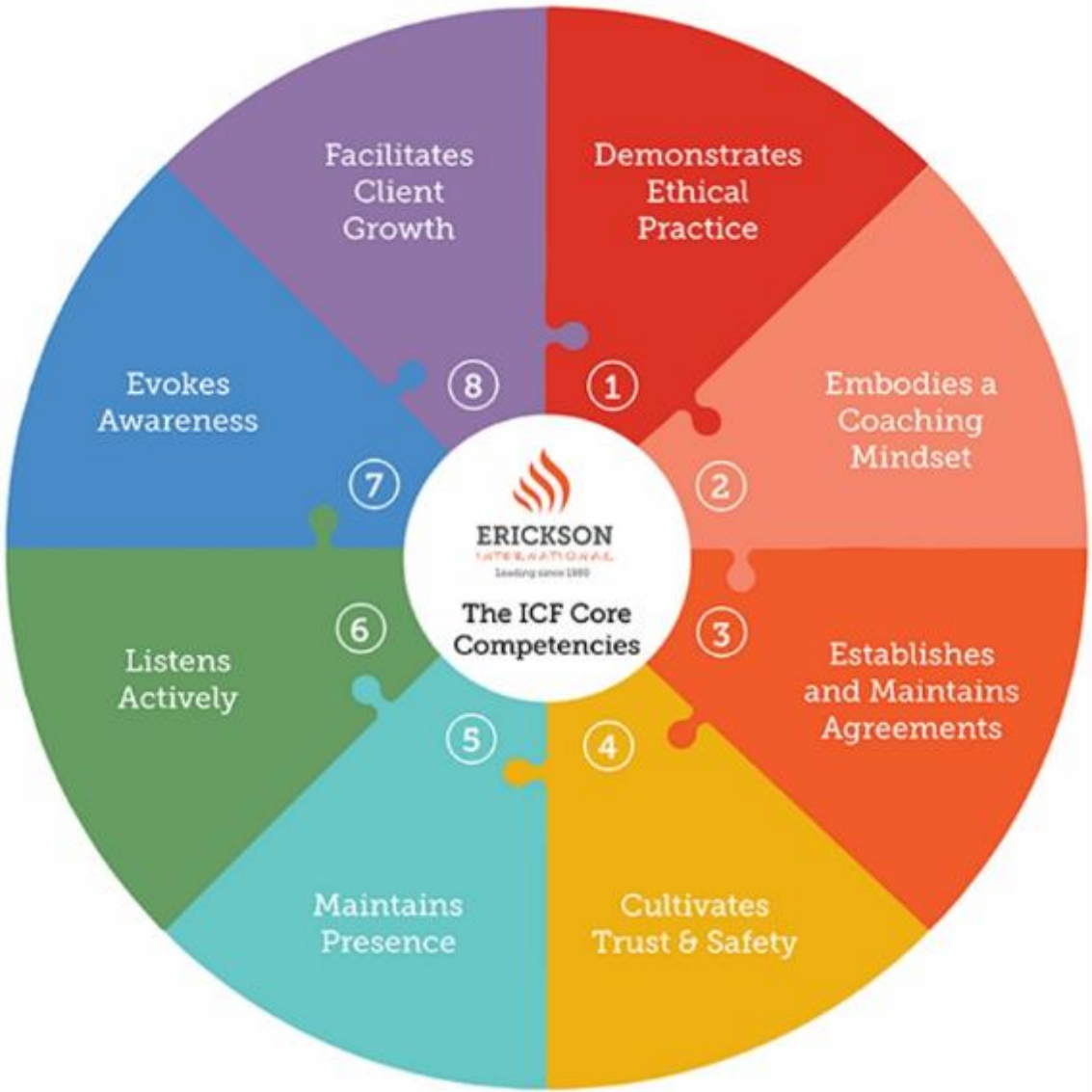
- Coaching dapat mengimprove self confidence sebanyak 80%



- Coaching dapat mengimprove communication skill sebanyak 72%.

- Coaching dapat membantu supervisor dan top management membangun ketrampilan dan kemandirian bawahan
- Coaching dapat membantu supervisor meningkatkan Potensi, produktivitas, kwalitas kerja dan efektivitas perorangan maupun kelompok kerja
- Coaching dapt membangun kesadaran dan mendorong karyawan/ bawahan untuk mengambil inisiatif lebih dalam pengembangan profesi dan peran mereka

8 Kompetensi Coaching Berdasarkan ICF



A. Foundation
1. Demonstrates Ethical Practice
2. Embodies a Coaching Mindset

B. Co-creating the Relationship
3. Establishes and Maintains Agreements
4. Cultivates Trust and Safety
5. Maintains Presence

C. Communicating Effectively
6. Listens Actively
7. Evokes Awareness

D. Cultivating Learning and Growth
8. Facilitates Client Growt

https://coachingfederation.org/credentials-and-standards/core-competencies

THE GROW MODEL

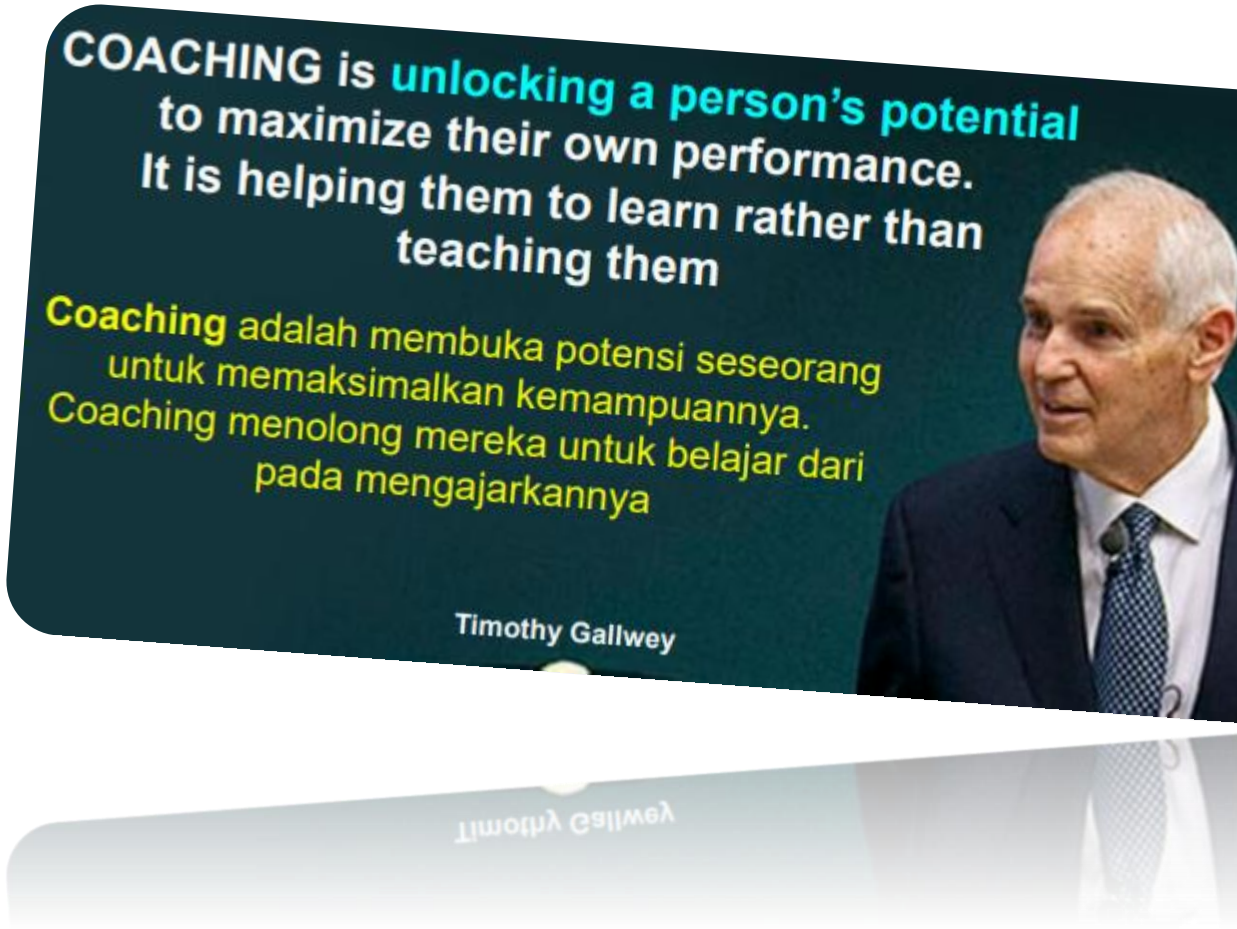


Olivero, G., Bane, K.D., and Kopelman, R.E. (Winter, 1997).

TERDAPAT **22,4%** PENINGKATAN PRODUKTIVITAS SETELAH **PELATIHAN**

TETAPI TERDAPAT **KENAIKAN 88%** SETELAH MENGEMBANGKAN **COACHING**




COACHING is unlocking a person's potential
to maximize their own performance.
It is helping them to learn rather than
teaching them
Coaching adalah membuka potensi seseorang
untuk memaksimalkan kemampuannya.
Coaching menolong mereka untuk belajar dari
pada mengajarkannya
Timothy Gallwey

Case Study B2B



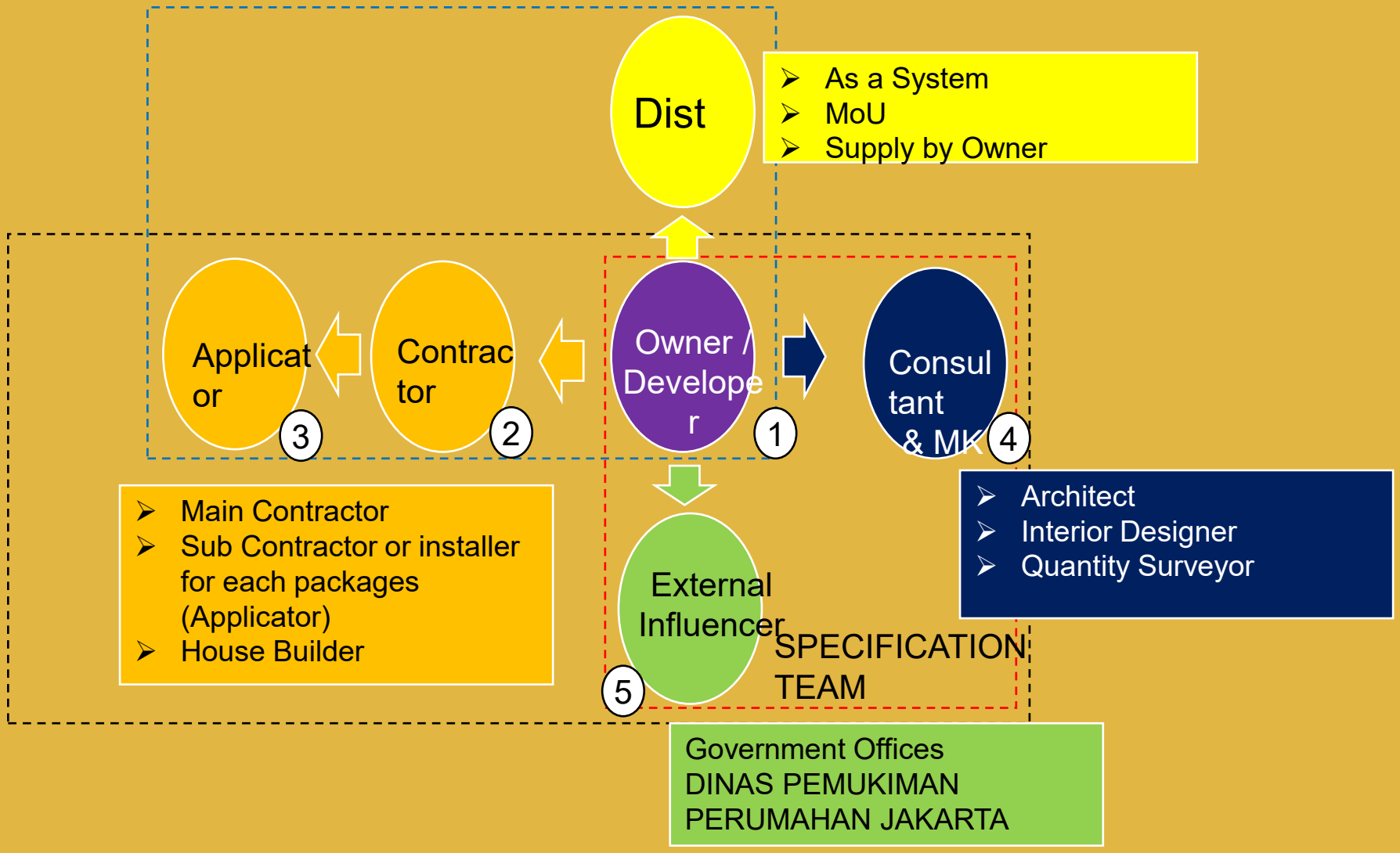






The Route to Market

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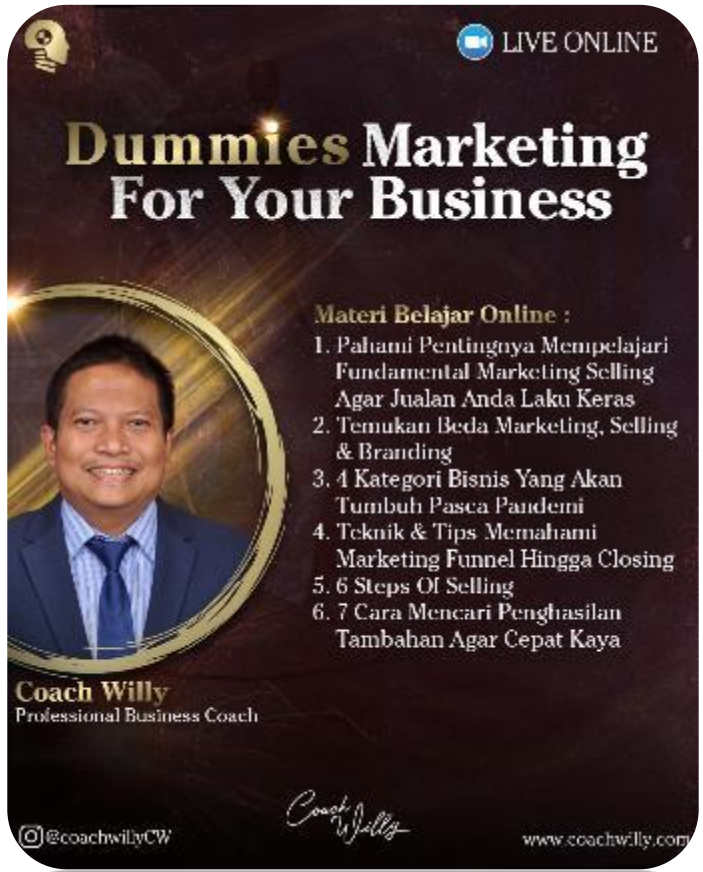
Others 20 Sales Modul
THE SIGNATURE PROGRAM 2026





Full Lecturing per 3 days Programs





Full Lecturing per 3 days Programs





Full Lecturing per 3 days Programs





Full Lecturing per 3 days Programs



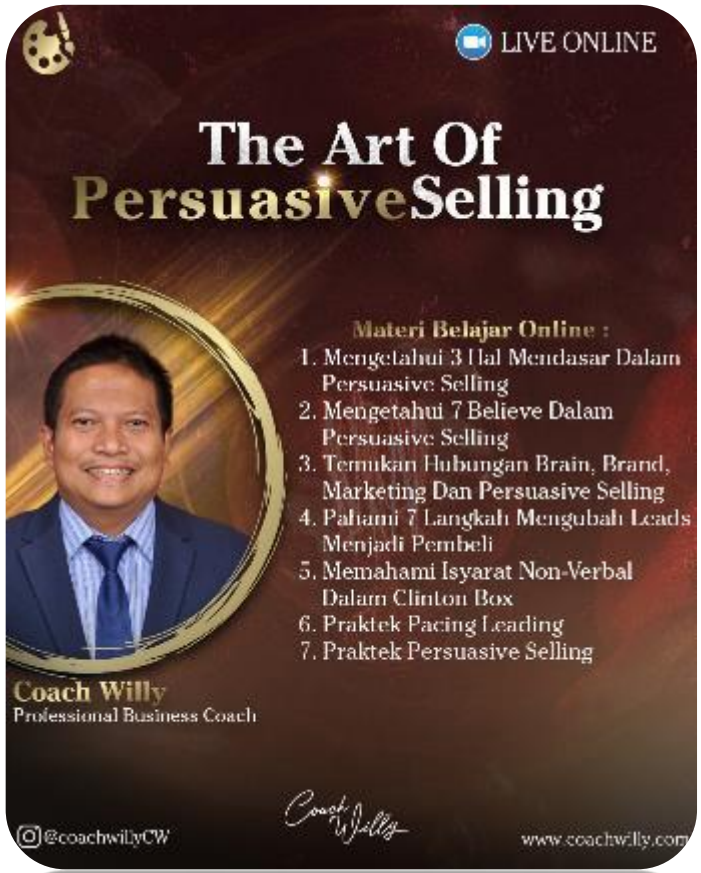


Full Lecturing per 3 days Programs





Full Lecturing per 3 days Programs





Full Lecturing per 3 days Programs





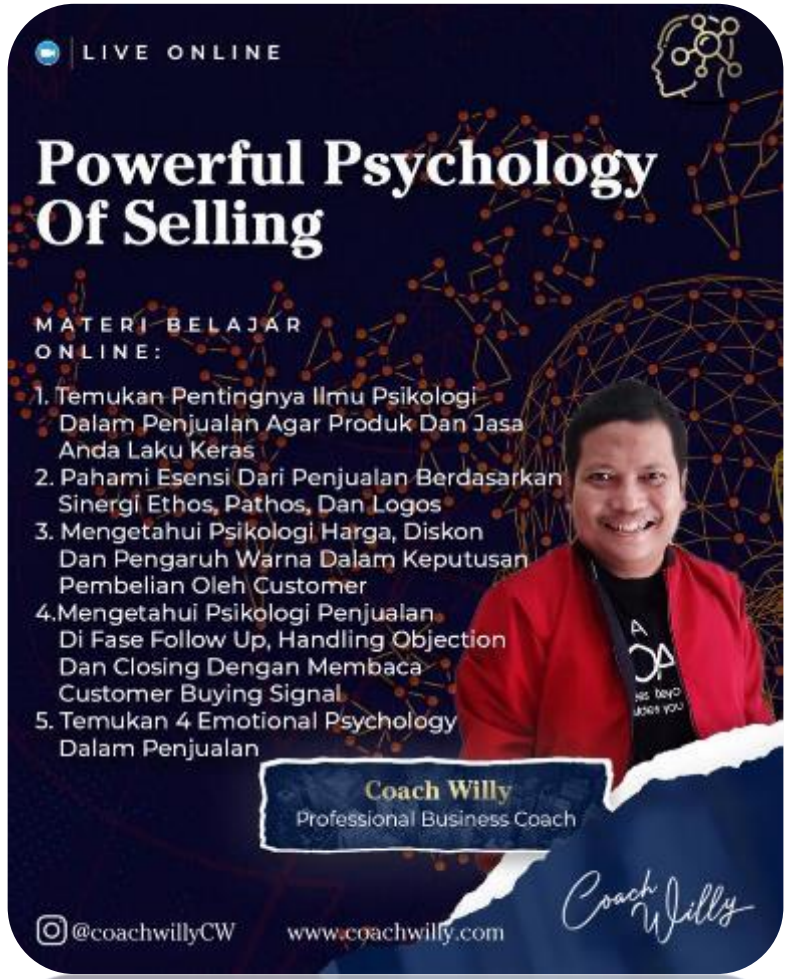
Full Lecturing per 3 days Programs





Full Lecturing per 3 days Programs





Full Lecturing per 3 days Programs

END

Unlock Your
Sales Performance
Start NOW!

Thank you

Office:
Menara Pondok Indah, 2nd fl
Metro Pondok Indah Kav. II/BA No. 2
Pondok Indah, Jakarta 12310

Contact:
Willy Premadi
P: +62 896 8090 2125
E: willy.premadi@onewillsolusi.com
Web: www.onewillsolusi.com/our-solution