General Sales Proposal 2027

Sub topik : Amazing Speak to Sell

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www.onewillsolusi.com
www.onewillacademy.com
www.willypremadi.com

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

Mohon diisi sesuai kebutuhan

Sumber: studi internal

Team of Facilitators

Trainer Communication, Leadership and Business Presentation



Willy Premadi, ST, 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)

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

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Team Experience





















































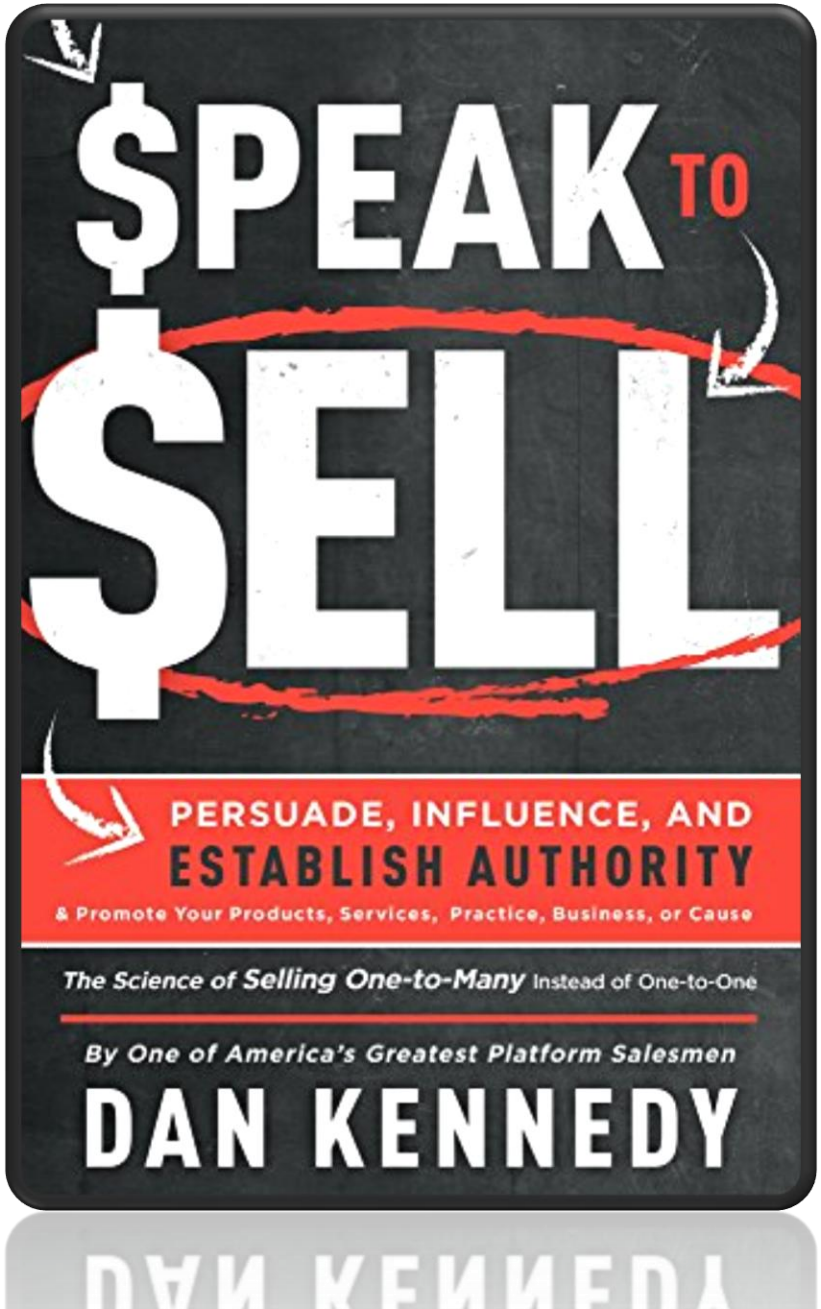






Objective Training ini adalah

- **3 aturan bermanfaat dalam komunikasi yang menjual**
- **Optimasi 3 V Amazing Speak To Sell**
- **Pahami WIIFM dan 4 Hot Buttons Customer**
- **6 Universal Principles agar disukai Pembeli**
- **32 kata bermanfaat untuk membuat Iklan yang menjual**



5 Key Take out

- How to manufacture Speaking Authority
- The Benefits of Being Polarized
- Importance of Clear Structure
- CTA to Increase Sales
- Practice like a Commedian

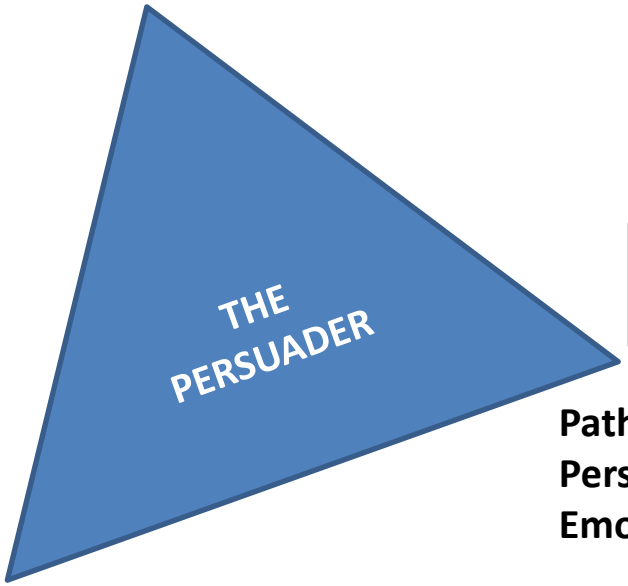
Rhetorical Persuader Artistic Proof



Filsuf Yunani
Aristoteles
384-322 SM

L

Logos
Didukung perhitungan, kalkulasi, statistik, pasal-pasal, Testimony, forecast, probabilitas, historical, Big Data



E

Ethos / Persuader Image
1. Faktor Bawaan diri
2. Cara penyampaian dengan VAK

P

Pathos / Persuader Emotion

Pahami
Situasi
Audience

INFLUENCE + PERSUASION

How to influence+persude others in ethical, effective + sustainable ways

by Steven Martin

6 universal principles

Work life / personal life

©

www.discoveryinaction.com.au

RECIPROCITY

people are most likely to give back when what's given is unexpected + personalised

Give → you receive

Its not what you do but HOW you do it

power to those who give FIRST

⇒ obligation

SCARCITY

UNIQUE

people want things that are rare/unique + difficult to obtain

What will I miss out on?

LOSS GAIN

Losses loom larger in our minds

Loss is a motivator

AUTHORITY

Expertise + credibility matter

TRUST

The Messenger matters!

Encourage someone else to introduce you + your expertise before you speak

DEGREE

CONSISTENCY

people want to live up to the commitments they make

Look for people to make small commitments - a step on road to change

voluntary active effortful public

LIKING

people are more likely to say 'yes' to people that they like

Take time to exchange info + find similarities + draw attention to them

TRUST - quickly?

Present a small drawback or weakness about your case before you present your Compelling case

Complement people

Co-operate

Coming early to meetings to get to know people + build connections helps the 'business' get done better + quicker

BEWARE

Can work for both desirable + undesirable behaviours!

Share good bits about what others are doing

SOCIAL proof

People want to align to what others are doing

also called CONSENSUS

don't focus on poor practice as people may think OK to copy!

Based on work of Robert Cialdini

3 Prinsip Bermanfaat Dalam komunikasi



1. The MAP is not the _____

2. Setiap orang mempunyai _____DUNIA sendiri-sendiri yang unik, hormatilah

3. MAKNA komunikasi di evaluasi dari _____ yang diterima

*Territory
Model
Respon

3 Hal Mendasar Dalam Persuasive Communication



- EMOSI
- SOLUSI
- CREATE a STORY !

Adegan Film apa ini ?

The 4 HOT BUTTON

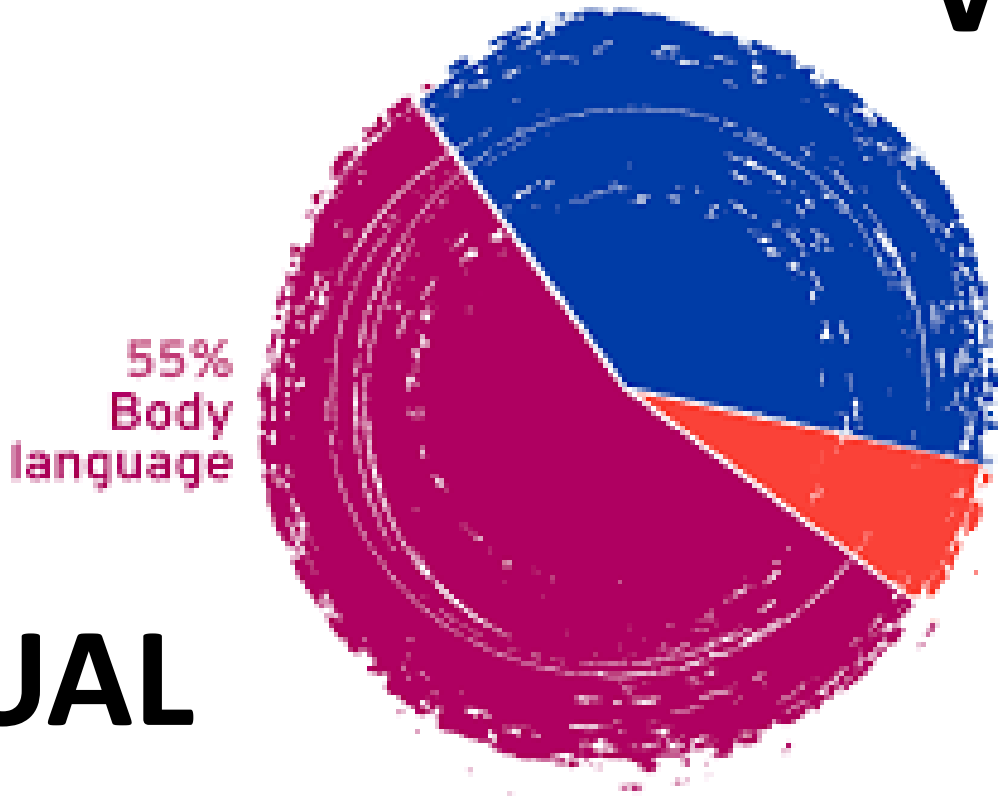


1. Dream
2. Need
3. Pain
4. Love

Mehrabian Formula

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VOICE



VISUAL

VERBAL

32 Kata yang Menjual

Keuntungan, hemat, manfaat, keamanan, kenyamanan, kepercayaan, hasil, nilai penting, menarik, berhak, menyenangkan, garansi, gratis, cinta, betul, sangat kuat, berkembang, menemukan, investasi, senang, gembira, uang, aman, vital, bangga, mudah, terbukti, kesehatan, Laba, baru, kebenaran, Anda.

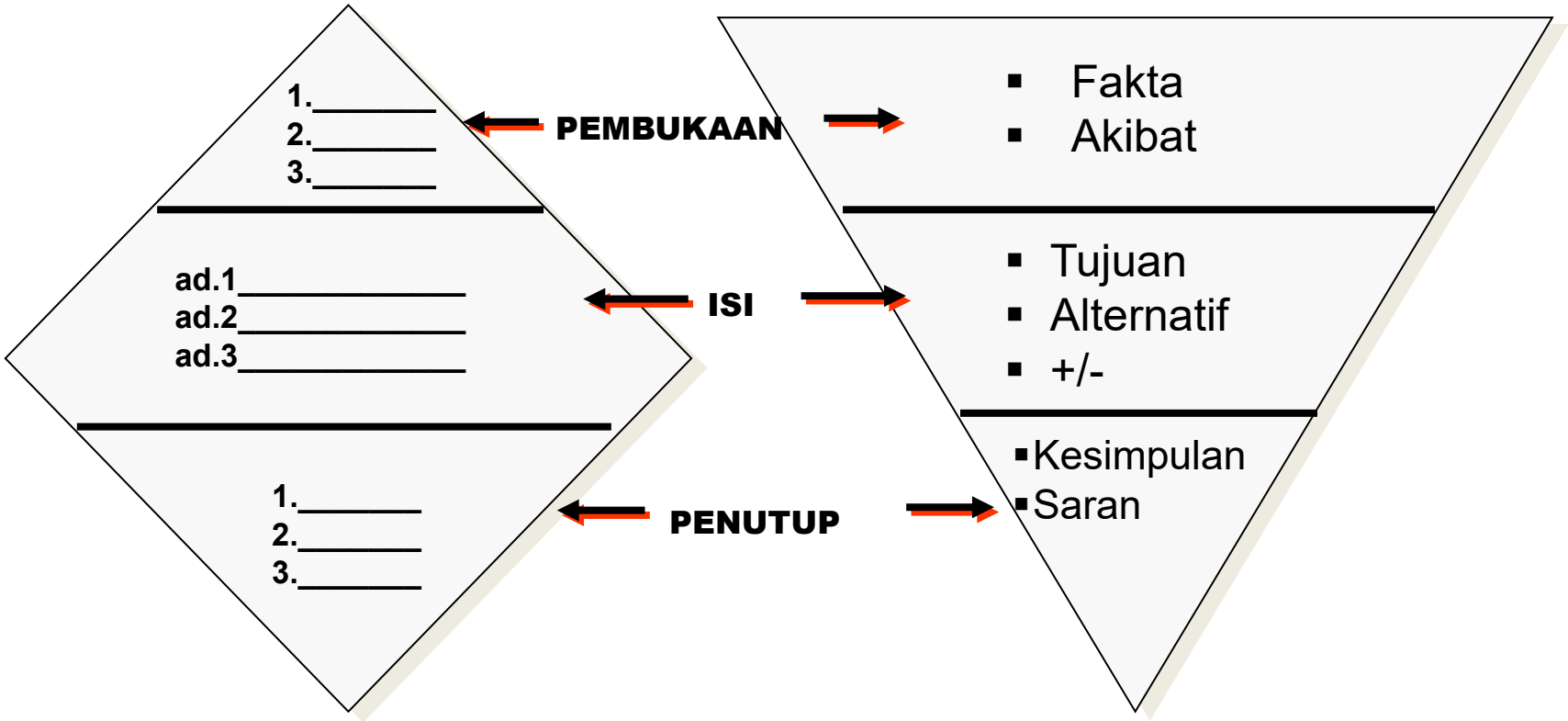
THE POWER OF WORD
Merubah Kata

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- Harga → Investasi
- Murah → Kompetitif
- Bonus Khusus → Bonus Special
- Beli → Miliki
- Produk → Solusi
- Mahal → Tinggi
- Potongan Harga → Penawaran Spesial
- Ibu → Bunda, Kakak.. atau tetap Ibu
- Bapak →Mas Bro, Kakak atau tetap Bapak

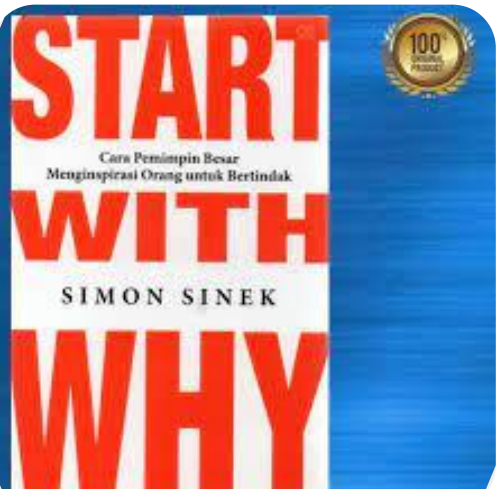
CARA KOMUNIKASI

- INFORMATIF
- _____



Urutan dalam Amazing Speak To Sell

1. Why (Bomb !!)
2. What (and who)
3. How
4. What if
5. Closing (Bomb !!)





TERIMA KASIH

Menara Pondok Indah Lt.2, Coral ID, Jl. Metro Pondok Indah Kav.II/BA No. 2, Pondok Indah, DKI Jakarta 12310

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