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## Sales Training

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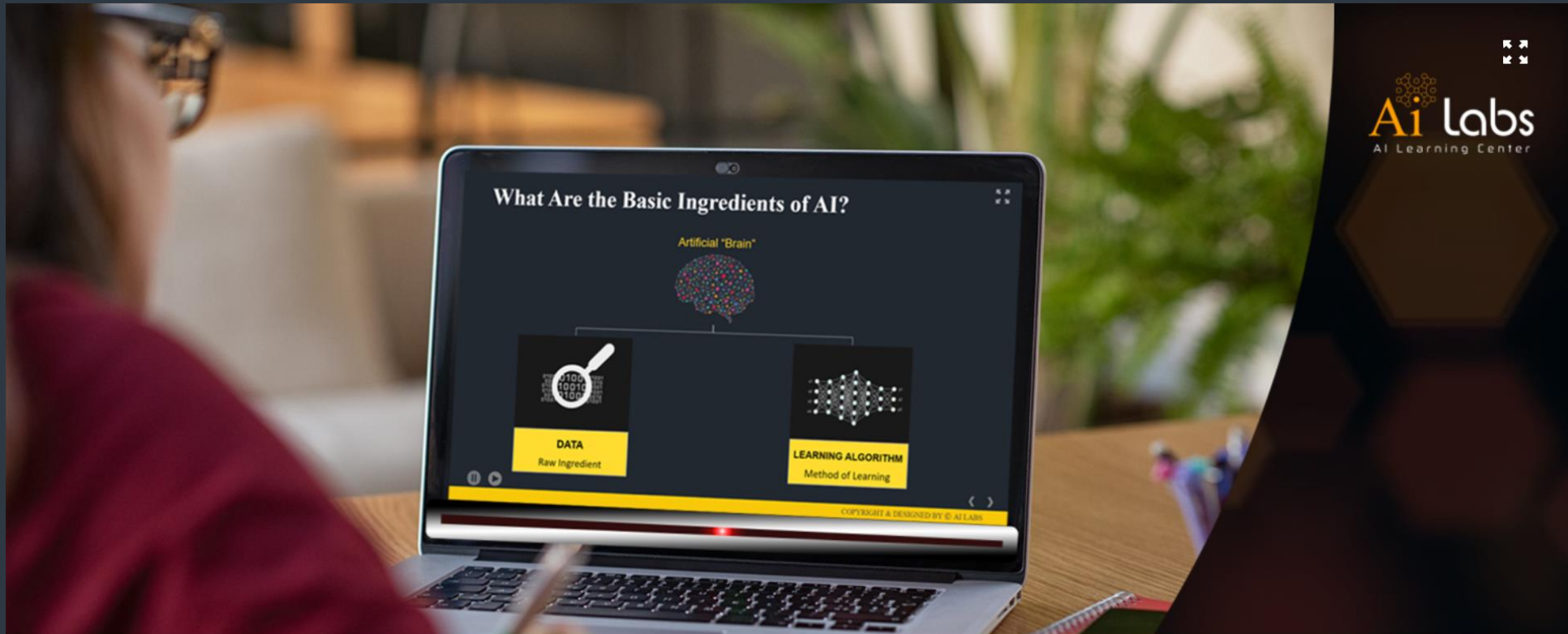
Agent Program  
**Sales Training**

# How to Pitch for Sale?



AI Labs 15 Sec Promotional Video

# How to Pitch for Sale?



Learn Artificial Intelligence as the

## New Competitive Advantage

- in the 21st Century -



START NOW



[Ailabs.com.my](https://ailabs.com.my)

Interactive Sales Kits for Agent

For Parent

For College Students

# Dedicated Sales Kit to Help You Close Deals Easily...



Learn Artificial Intelligence as the  
**New Competitive Advantage**   
- in the 21st Century -

START NOW 

Ailabs.com.my

- Parents (for their kids, 13-20+ yrs)
- College & Uni Students



There are millions of untapped customers out there.

All you need to do is to introduce to as many people as possible to earn your commission ...

Agent to play the sales kit to pitch for sales...

(1) Interactive Sales Kit + (2) Course Preview & info on ailabs.com.my



# How to Promote AI Course For Young Minds?

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Future Proof  
Yourself



Best Weekend & School  
Holiday Enhancement



Small Investment,  
Big Return  
(RM 65/Month)



Ride The AI Wave.  
Start Young,  
Start Now!

The Secret Of Getting Ahead Is Getting Started Now!

The demand for AI Course for Young Minds will be huge & increasing by days!

# Where to Find Customers / Prospects?

- University & College students
- Parents / Families with kids
  - Family, friends & relatives
  - Offices & Factory
  - Community & Events
  - Condo & Residential Areas
  - Shopping mall
  - Referral by customers (asked for referral)
- Tuition center & school flyers distribution
- Mass selling effort & bulk purchase arrangement (support by AI Labs)
  - Must be registered with AI Labs -
    - Direct school dealing
    - Direct tuition centers dealing
- Parents (for their kids, 13-20+ yrs)
- College & Uni Students



There are millions of untapped customers out there.

Opportunity to get sales is vast!  
You will never run out of sales leads...

# In Summary : Who are Our Prospects?

- **Individuals**
  - Undergraduates / college students
  - Relative / Guardians / Parents with teenage / young adults
  - Demographic wise – educated, urban, parents / young adults working in Corporates and are receptive to AI knowledge
- **Organisations (Mass sales but must be registered with AILABS first)**
  - Enrichment / tuition centres
  - International schools / national secondary schools
  - Demographic wise – Schools that offer e-learning and robotics or IT based lessons before are receptive to offer AI knowledge



# Online Payment Gateway

- Online Banking (M2U, etc)
- Credit Cards
- E-Wallets (TnG, GranPay, etc)
- Self transfer – QR Code
- Self Bank Transfer (Invoice)

## Monthly Easy Payment Scheme

- Automatic credit card charges/month
- RM 65 per Month x 12 Mths

**Ai Labs**  
AI Learning Center

Home About Contact All Courses Testimonials Gift Card My Account

### Checkout

**Recommended:** Social account login (easy check-out and register with no extra password to remember). Try it now, & you will love it...

Returning customer? [Click here to login.](#)

**Recommended:** Social account login (easy check-out and register with no extra password to remember). Try it now, & you will love it... [Click here to login](#)

Have a coupon? [Click here to enter your code](#)

Got a gift card from a loved one? [Use it here!](#)

#### Billing Details

First name \*

Last name \*

Town / City \*

State / County \*  
Select an option...

Phone \*

Email address \*

Account username \*  
Username

#### Additional Information

Order notes (optional)

#### Your Order

Product	Subtotal
AI Quick Start Guide - Young Minds × 1	RM699.00
<b>Subtotal</b>	<b>RM699.00</b>
<b>Total</b>	<b>RM699.00</b>

Payment via Merchant Gateway

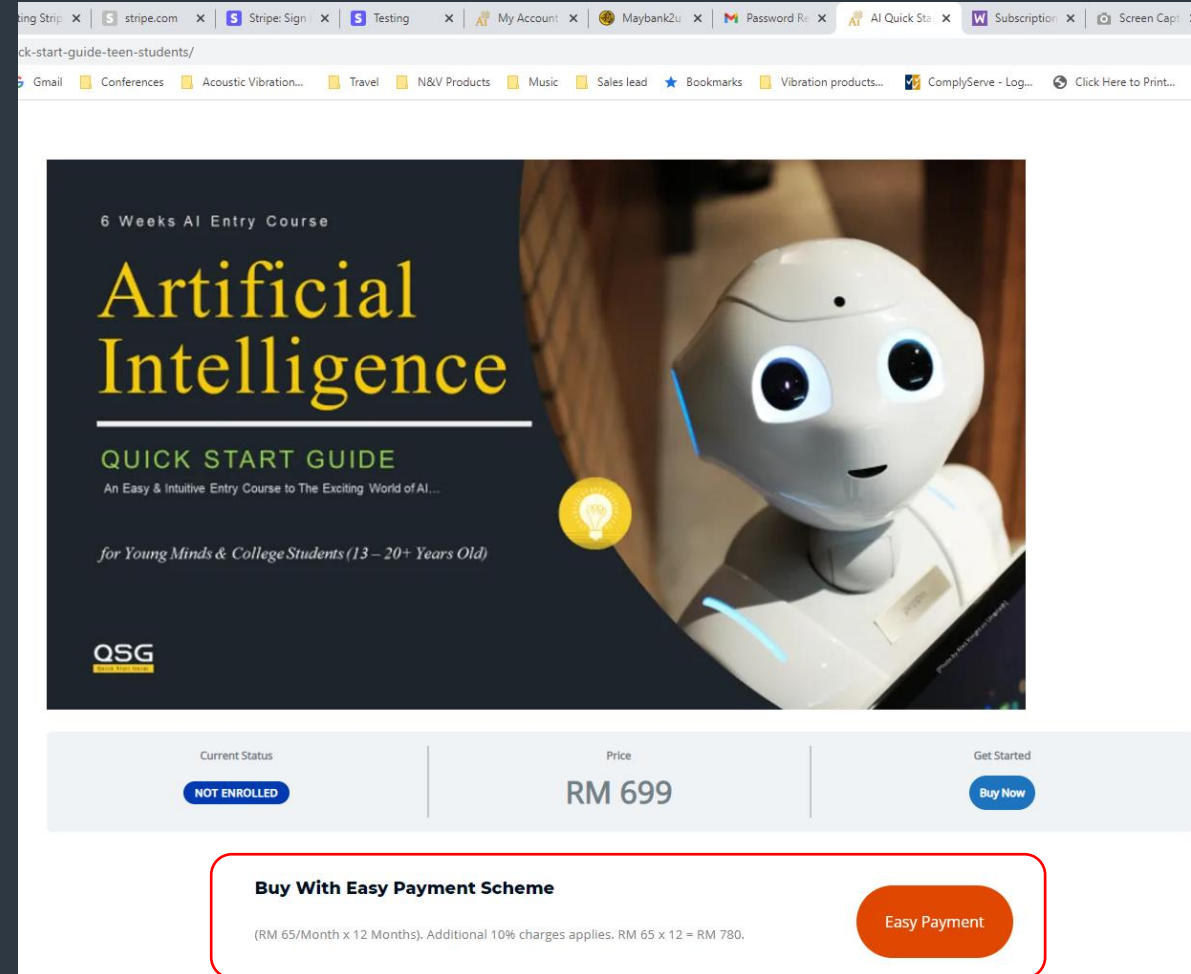
You can choose to pay via Online Banking (M2U, Cimb Clicks, etc), e-Wallets (TnG, etc), or your Credit/Debit card. Your enrollment will be activated immediately once payment is successful.

Self-managed bank transfer to AI Labs Account

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

# Sell More with Monthly Easy Payment Scheme

- **Automatic Credit Card Charge** – RM 65 / month
- **RM 65/month x 12 months** (RM 780 per course)
  - Additional 10% charges applies
- However, customers are encouraged to pay 1 off to avoid additional 10% charges and as agents, you can then receive full commission at once.
- Agent commission is tied to successful collection of monthly charges – RM 19.50/month (30% x RM65/mth)
- Risk of Failed charges
  - Agent commission will not be released if monthly charges are not collected
  - Account will be suspended & access to course will be blocked. Reactivation of account will be done once payment is received.
  - Status of payment can be monitored by agents via agent dashboard.



The screenshot shows a Stripe checkout page for a course titled "6 Weeks AI Entry Course". The main heading is "Artificial Intelligence" in yellow, with a subtitle "QUICK START GUIDE" in green. Below this, it says "An Easy & Intuitive Entry Course to The Exciting World of AI..." and "for Young Minds & College Students (13 - 20+ Years Old)". The QSG logo is visible in the bottom left of the course image. The checkout summary shows a "Current Status" of "NOT ENROLLED", a "Price" of "RM 699", and a "Get Started" button labeled "Buy Now". A red box highlights the "Buy With Easy Payment Scheme" option, which includes the text "(RM 65/Month x 12 Months). Additional 10% charges applies. RM 65 x 12 = RM 780." and an "Easy Payment" button.

# Sell as a Gift

Sell as a gift only applicable to AI Quick Start Guide (C1)

Approach Grandparents & Relatives for Gift Sales

- Birthday
- New year
- School Holiday
- Christmas

The screenshot shows the AI Labs website interface. At the top, there's a navigation bar with 'Home', 'About', 'Contact', 'All Courses', 'Testimonials', 'Gift Card', and 'My Account'. The main content area displays the 'AI QSG Young Minds Course (C1) - Gift' for RM699.00. Below the product title, there's a 'Choose Your Image' section with a grid of 12 different gift card designs, including 'Happy BIRTHDAY', 'Merry Christmas', and 'VIEW ALL'. To the right, there's a 'Delivery Info' section with fields for 'RECIPIENT'S INFO' (Name, Email) and 'YOUR INFO' (Name, Message). An 'Add to cart' button is visible at the bottom right of the delivery info section.

The screenshot shows a Gmail email from 'Artificial Intelligence (AI) Learning Center'. The subject is '[Artificial Intelligence (AI) Learning Center] You have received a gift card'. The email body contains the following text:

Hi jenny, you have received this gift card from me, use it on our online shop.

**The Secret Of Getting Ahead is Getting Started Now!**

*Learn All About...  
Gifts of the Beginning*

**AI QSG Young Minds Course (C1) - Gift on Artificial Intelligence (AI) Learning Center**

haha

**Gift card code:**  
999F-EBBB-85CB-ADB3

To use this gift card, click the button below. Select the course "AI Quick Start Guide (C1)", click "Buy" and add to cart. Enter the code in the "Apply Gift Card" field on the cart page. Press "Proceed to Checkout" and "Place Order" to complete the purchase. You can start your course on "My Account" page. After you have completed the purchase, an email containing your "password" will also be sent to your email. You are encouraged to change your password immediately after you have accessed your "My Account" page.

[SELECT COURSE & APPLY GIFT CARD CODE NOW!](#)

Artificial Intelligence (AI) Learning Center -- Built with [ShopCommerce](#)

# Sell with Discount Coupons

- **Early Bird** Discount coupon (15% discount) applicable to all courses.
- **MCO Shine** Discount coupon (15% discount) applicable to all courses.
  - **Make good use of MCO time to convince parents and students to learn AI**
- Commission tied to nett purchase amount after discount
- Example
  - AI QSG Course of RM 699 with **15% Discount** Coupon = RM 594.15
  - Commission payable to agent = RM 594.15 x 30% = 178.25
  - As compared to commission of RM 209.70 for the same course before discount
- Use discount coupon sparingly as a deal clincher
- Each new agent will be **given 5 discount coupons to kick start**
  - Early Bird Coupon Code
- New / **special discount coupon** will be issued from time to time
  - 1 month before school holidays (2 holiday seasons per year)
  - For festive seasons
  - After School Exam / SPM / STPM / PMR Exams
  - 11.11 sales

# Lead Generation, Prospect & Sales Channel...

# How to Close Deals?

Commission (RM) = # of correct prospects you meet

1. Engage the **CORRECT PROSPECT**
2. Make an appointment with prospect
3. Make **sales pitch using the interactive sales kit** or printable sale kit
4. Show **course preview** with the prospect
5. Distribute **leaflet & Close deal on the spot**
  1. Encourage to Buy 1 off (RM 699)
  2. Easy payment scheme (RM 65 per month x 12 months)
  3. Discount Coupons
  4. As a gift
6. Follow up to close deal
  - Build rapport & keep following up
  - It may take 1-2 months to start bearing fruits...so keep trying till you succeed...
  - Ask for deal...
7. Always **ask for referral from the prospect**
8. if face resistant, **ask why and what we can do to help them...**
  1. Report back to AI Labs & see what we can do to help closing the deal

# Who are the Correct Prospect?

1. **Urban Folks** – KL, PJ, JB, PG, Ipoh, Putrajaya, Capitals of states, etc
2. **Affluent areas** the best (Mont Kiara, Bangsar, PJ, etc)
3. Family with **Secondary School Kids or College Students** (for now...)
4. **Educated Parents (Age > 40)** works in:
  1. Corporate offices (banks, MNC, Petronas, etc)
  2. MNC factories
  3. Government servants
  4. Professional (lawyer, doctors, pilot, etc)
  5. Teachers
5. **College / University Students** (3<sup>rd</sup> – 4<sup>th</sup> year students)
6. Grand Parents
7. Large Tuition Centers
8. Clubs & Shopping Malls
9. Member of Professional Bodies (IEM, Bar Council, Doctor, Accountants)
10. Facebook Groups
11. Unit trust agents (to recruit as AI Labs agent, earn agent referral fee)

# Ways to Generate Continuous Stream of Sales Leads

1. Start by **convincing a student / parent** (free trial to e-learning can be arranged, if necessary) in the **targeted organizations** in your area:
  1. Targeted Schools (e.g. **famous / top-notch schools** in the region / areas)
  2. Targeted **College / University**
  3. Targeted **Tuition Centers**
  4. Targeted Offices / organization
  5. Targeted housing estate / club houses
2. Ask for **3 Referrals** from the students / parent (individual sales)
3. Ask for **the key person in charge** (or teacher) in the organization to start mass marketing effort
4. Distribute **leaflet and order form** (via the key person) in the organisations
5. Keep a **healthy stream of CORRECT PROSPECT** throughout the year



# 3 Main Resistances to Sales

1. Not sure whether AI knowledge is **relevant** and important for them or their kids.



## Our Solutions

Play the **Interactive Sales Kit** for information & explanation about AI

2. Not sure whether AI can be **learned at a young** age and via the AI Labs elearning system.



Preview Course Slide for **Sample # 1 & 2**.  
- To highlight that our course is **simple, intuitive, and practical; most suitable for youngminds.**

3. Do not have **money**.



- i. **Easy payment scheme, RM 65/month**
- ii. **Coupons: 15% Discount (MCO Shine)**