

Organising Strategies: The Sun Tzu Way

- Have you ever wondered how ancient wisdom can shape modern sales success?
- Do you want to learn how to win customers without always competing on price?
- Are you looking for strategies that turn challenges into opportunities in the marketplace?
- What if you could apply battle-tested principles to secure long-term business victories?

Introduction

This course explores the timeless principles of Sun Tzu and translates them into powerful strategies for sales and business growth. More than just a lecture, it blends practical applications with proven concepts, offering participants a new lens to approach competitive markets. Whether you are a salesperson seeking to sharpen your tactics, a manager aiming to guide your team, or a business owner striving to outmaneuver competitors, this module provides you with strategic tools to win and retain customers. By studying Sun Tzu's approach to preparation, positioning, timing, and adaptability, participants will gain fresh insights on how to create advantages in every stage of the sales cycle. This program does not just focus on selling—it equips you with a mindset to anticipate competition, craft persuasive approaches, and execute strategies with precision. Beyond sales, the lessons can be applied across other areas of business such as negotiations, marketing, and leadership. Participants will leave inspired, motivated, and armed with practical methods to navigate the daily battles of the marketplace with clarity and confidence.

Program Objectives

This program aims to:

- Introduce to participants the concept of Sun Tzu on sales strategies
- Train participants to apply to the principle of Sun Tzu on sales strategies
- Equip with participants with methods to plan marketing strategies with the principle used in Sun Tzu.

Learning Outcomes

After completing this program, participants should be able to:

- Produce a more effective and efficient ways on planning sales strategies.

- Apply strategic sales strategy based on Sun Tzu The Art of War.

Who should attend?

Marketers, Sales Executives, Marketing Manager, Business Consultant, Company Secretary, Academician, Researchers, Entrepreneur as well as anyone who wish to acquire in-depth knowledge in marketing.

Program Outline

Time	Day One
9.00am– 10.30am	<p>The Principle of Marketing Strategy With Sun Tzu Strategy</p> <p>In this module, participants are exposed to various principles in marketing strategies and the relationship with Sun Tzu. In this module, participants are exposed to the first principle how to honour customers, according to the Sun Tzu philosophy</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Moving forwards from Sun Tzu</p> <p>In this module, participants will be exposed to the second and the third principle in Sun Tzu, organisation of intelligence and maintenance of the objectives. Participants learn the strategy to review the sales force in the organisation and the mapping process according to Sun Tzu during the war.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Secure Position in Marketing in Sun Tzu Way</p> <p>Position awareness gives you a framework for understanding your strategic position. It also enables you to see your position as part of a larger environment surrounded by other positions. You can understand which aspect of your position is secure and which are the most dynamic and likely to change. Participants learn the method to have a self-evaluation to win the marketing war.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	Offensive Action in Sun Tzu Art of War as Marketing Effort

	Offensive action is the practical way in which a commander seeks to gain an advantage, sustain momentum and seize the initiative. This principle would be translated into marketing strategies in this module. Participants will learn practical skills when and how to attack and defence in the marketing operation.
Time	Day Two
9.00am– 10.30am	<p>Surprise and Manoeuvre in Sun Tzy Formulate a Winning Marketing Strategy</p> <p>In conflict, direct confrontation will lead to engagement and surprise will lead to victory. Those who are skilled in producing surprises will win. Such tacticians are as versatile as the changes in heaven and earth. Participants would be exposed to different methods to provide a surprise to the customers to gain customer loyalty. In addition, participants are reminded as the creativity and innovation in marketing so that they do not fix themselves in a stagnant stage in designing marketing strategies.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Concentration of Resources and Economic of Force to Optimize Marketing Strategies as Sub Tzu Strategy</p> <p>Participants are trained how to follow the 3E principle, economy, efficiency and effectiveness in marketing activities. Principle how Sun Tzu applies a concentration of resources is applied in this module. In addition, the participant would fully utilize the economy of force to optimize marketing activities when planning and executing marketing strategies.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Command Structure and Personal Leadership as Internal Marketing Strategies</p> <p>In this module, participants would fully apply personal leadership and an effective command structure to enhance the sales department. Without a good internal control, it is difficult to create a sustainable marketing strategy. Hence, branding achieves when the marketers are able to create a good and positive image of the brand that leaves in the mind of the customers.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Simplicity to Reach the Heart of Customers Through Sun Tzu Art of War</p> <p>Sun Tzu focused on the principle of simplicity in planning for war. In marketing strategy, we always want to help customers to make the purchase experience to be easy and simple. By helping customers to enhance their buying experience to enable customers to achieve ultimate customers experience.</p>