

Sales Strategy Deck for Wintoo Technology

Prepared for Management Trainee

Company Overview

- Founded: October 1, 2018
- Location: Selangor, Malaysia
- Industry: Smart Home Appliances & Personal Healthcare
- Brand Presence: Malaysia, Taiwan, Vietnam, China
- Philosophy: 'Technology creates a better life'
- Mission: High-quality talent, products, and services

Market Research Insights



INDUSTRY GROWTH:
SMART HOME &
HEALTHCARE TECH



TRENDS: IOT ADOPTION,
AGING POPULATION,
HEALTH AWARENESS



SMART HOME MARKET
CAGR: 15–20% IN
SOUTHEAST ASIA



DEMAND FOR NON-
INVASIVE, HOME-BASED
SOLUTIONS

Financial Health Factors



PRODUCT QUALITY
& INNOVATION



BRAND TRUST AND
EMOTIONAL
BRANDING



WIDE REGIONAL
SALES NETWORK



PERSONALIZED
CUSTOMER
EXPERIENCE

Visual Sales Funnel Diagram

1. Build Rapport

2. Understand Needs

3. Present Solution

4. Create Urgency

5. Handle Objections

6. Close the Sale

7. Follow-Up

Sales Strategy with Psychological Principles

Build	Build Rapport: Reciprocity, Trust, Authority Bias
Understand	Understand Needs: Empathy, Confirmation Bias
Present	Present Solution: Authority, Social Proof, Anchoring
Create	Create Urgency: Scarcity, Loss Aversion
Handle	Handle Objections: Reframing, Loss Aversion
Close	Close Sale: Commitment, Anchoring
Follow	Follow-Up: Consistency, Reciprocity

Tips for Becoming a Successful Salesman

1

Master product knowledge and customer needs

2

Use psychological principles to guide conversations

3

Build long-term relationships with clients

4

Practice active listening and empathy

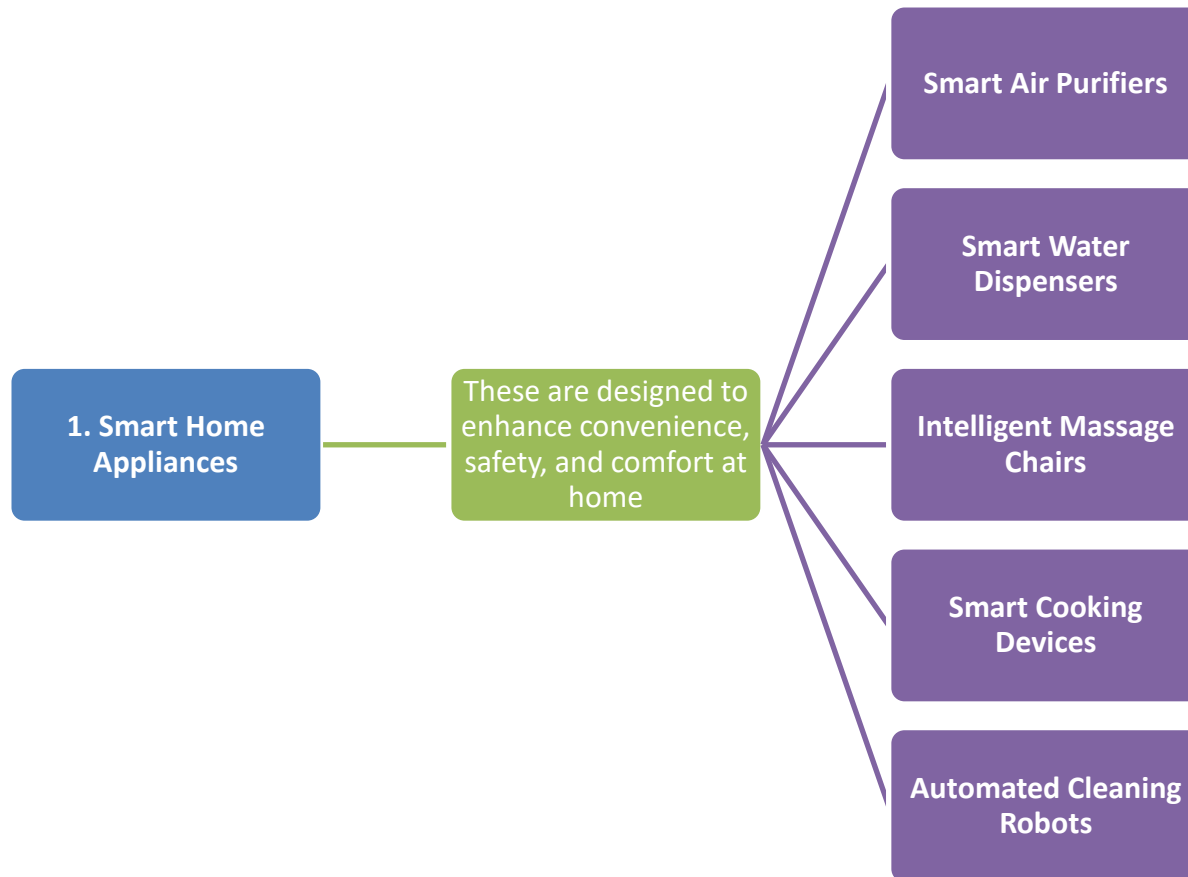
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Follow up consistently and offer value

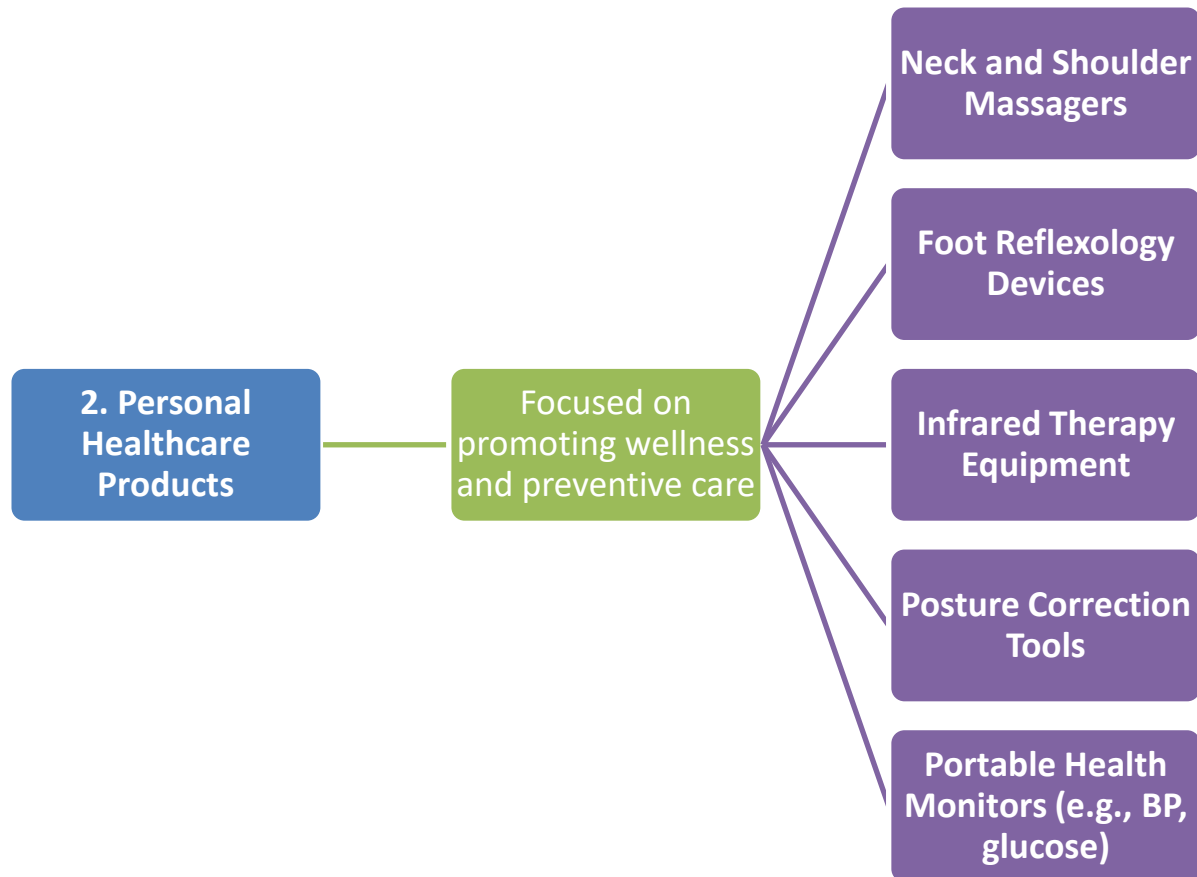
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Stay motivated and continuously improve

Products Sold by Wintoo Technology



Products Sold by Wintoo Technology



Target Audience Segments

1. Urban Families

- Seeking convenience and health-focused living.
- Interested in smart appliances that save time and improve home hygiene.

2. Elderly Consumers

- Need accessible healthcare solutions at home.
- Benefit from massage and therapy devices for mobility and pain relief.

3. Health-Conscious Professionals

- Invest in wellness tools for stress relief and posture correction.
- Prefer smart, tech-integrated solutions.

4. Middle-Income Households

- Looking for affordable yet innovative home and health products.
- Value long-term savings and product durability.

5. Retail & Franchise Partners

- Wintoo also targets B2B clients for distribution and retail partnerships across Southeast Asia.