



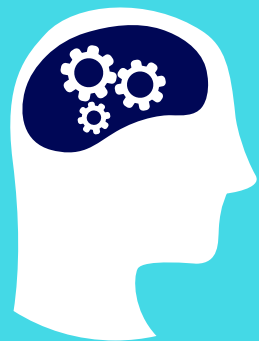
**THE BANK &  
INSURANCE  
TRAINING EXPERTS  
OF VIETNAM**

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*Change the way you think, act, sell, and lead.*

# TRAINING TRENDS

## Top 5 - Vietnam Training Trends



### PEOPLE SKILLS

Improving sales, leadership, coaching, and communication skills are the most requested skills in 2020



### SCALABLE TRAINING

Delivery of scalable training programs across the country with various learning platforms continues to be a growing trend since 2018



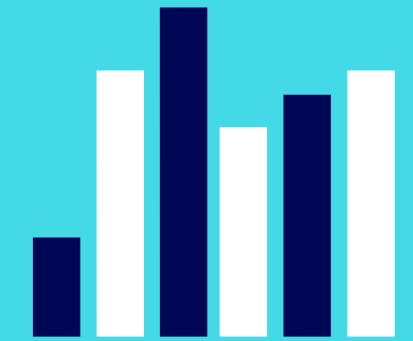
### TRAINING FOR THE FUTURE

Executives worry that trainings are focused on today's needs at the expense of gaps in skills required for future success.



### BLENDED LEARNING

75% of firms are now exploring the use of blended learning as a part of their learning strategy.



### MEASURING SUCCESS

The need for accurate training analytics and training ROI is an integral part of award-winning learning strategies

# OUR STORY

MDT Training (a brand of MDT Global) believes in helping its customers develop employees who care about their careers by changing the way they think, act, sell, and lead towards a better future.

Founded in 2015, our team has over 30 years of experience in management and training, across many industries including financial & insurance services, real-estate, information technology, education services, and retail sales. Our team have the knowledge to guide your business in the right direction.

We are headquartered in Ho Chi Minh City, Vietnam, with teams in Hanoi, Danang, Bangkok, Kuala Lumpur, and Yangon. The nature of our service means that we can be wherever you need us.

- **TOP 10 LEADERSHIP TRAINING COMPANIES IN APAC REGION by HR Tech Outlook in 2019 & 2020**
- **#1 RETAIL BANKING SALES TRAINING PARTNER by Vietcombank in 2019**
- **#1 TRAINING PARTNER by HSBC Vietnam in 2018 & 2019**

# OUR TRAINING DELIVERY METHODS

Bringing our banking and insurance clients receive training methods that are relevant, cost-effective, and that generate a high-performance business impact.

## BLENDDED LEARNING

We combine e-learning, coaching, and instructor-led methods to build long-term training solutions that blend knowledge and skills into engaging programs.

## INSTRUCTOR-LED TRAINING

We provide customized instructor-led training in face-to-face and remote environments with the use of scenarios, role-plays, case-studies, and presentations.

## 1-ON-1 COACHING

We design and provide personalized coaching programs allowing employees to apply our expertise to their individuals work environments.

## E-LEARNING CONTENT

We design and implement e-learning content that enhances employee engagement and connects directly into our clients learning environments.

# THE WAY WE WORK

1

## DESIGNED BY MDT



### Long-term talent development programs

We design customized talent development programs, training courses, and all the materials to help your training team to deploy training across the region.

- Talent consulting services to align with business objectives, team challenges, and KPIs.
- Training needs assessment with interviews of impacted staff and managers.
- Trainee and Trainer materials designed for the delivery of training content by your internal team
- Online and offline content available
- Training assessments and surveys designed
- Training Metrics collected to allow tracking of Return on investment (ROI) of training program

2



## DELIVERED BY MDT

### Quickly deployed training courses & solutions

We offer our training courses to your employees delivered by our MDT trainers with role-plays and templates matching your brand and business type.

- Training courses delivered by MDT's Trainers
- Courses available in every province in Vietnam
- Training needs surveys sent to participants
- Customization of content to match with your brand and business, clients, industry standards.
- Training methodology focused on engaging content using a project based learning approach with team work, role-plays and case studies
- Training surveys collected on content, satisfaction of course & trainers, and action plans.

# OUR TRAINING PROGRAMS



## LEADING THE WAY

*Equipping managers & team leaders  
with coaching, and leadership skills*

## SALES EXCELLENCE

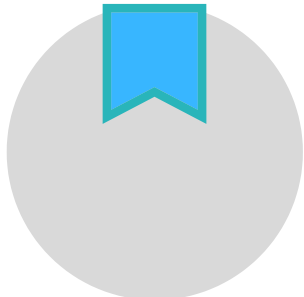
*Helping sales team to excel in  
selling and win more deals*



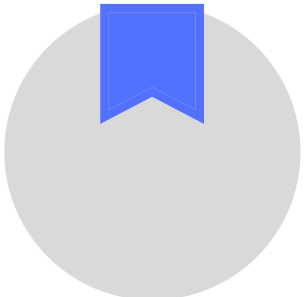
## DEVELOPING TALENT

*Developing the knowledge and  
people skills of new talent*

# LEADING THE WAY PROGRAM



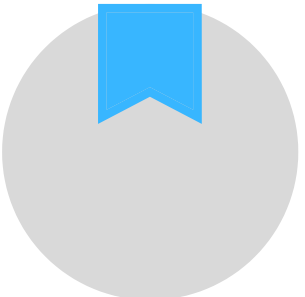
**The GROW  
Coaching Model**



**Team  
Accountability**



**Future Focused  
Leadership**



**Coaching for  
Goals**



**Empowering  
the Team**



**Transforming  
New Leaders**



**My Role as  
a Leader**



**Effective  
Conversations**



**Leading Through  
Change**

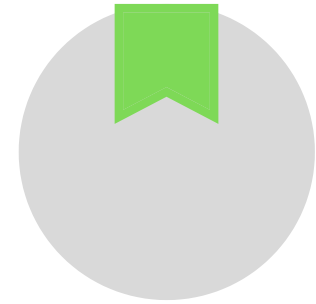
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**COACHING**

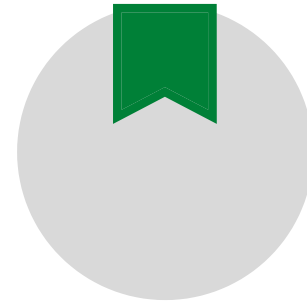
**TEAM MANAGEMENT**

**LEADERSHIP**

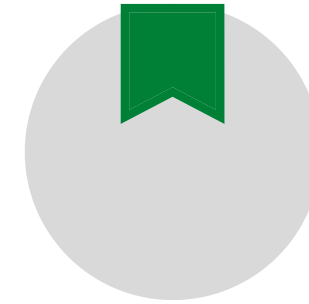
# SALES EXCELLENCE PROGRAM



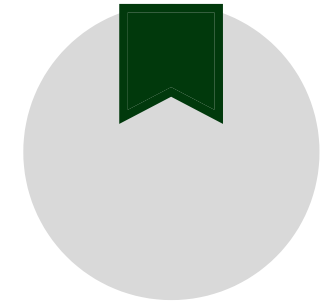
**Change Management**



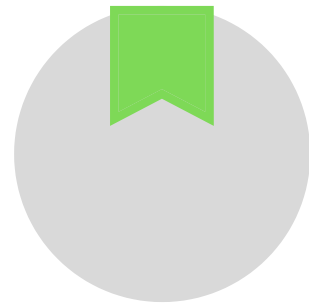
**Bancassurance & Banker Relations**



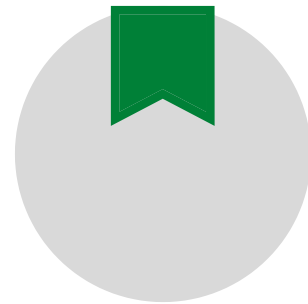
**Cross-Selling**



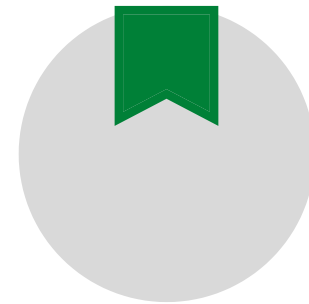
**Coaching for Performance**



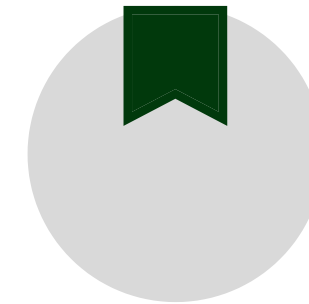
**Teamwork**



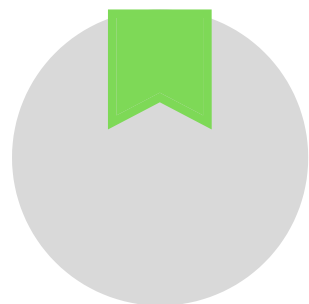
**Client Experience**



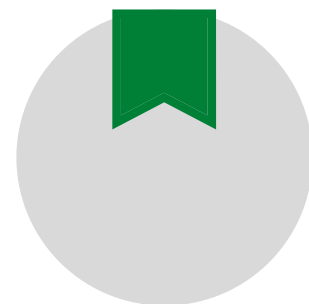
**Relationship Selling**



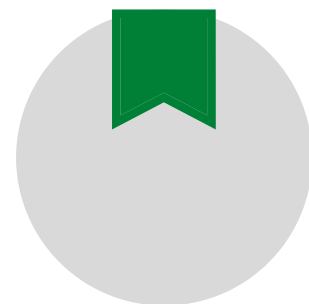
**Consultative Negotiations**



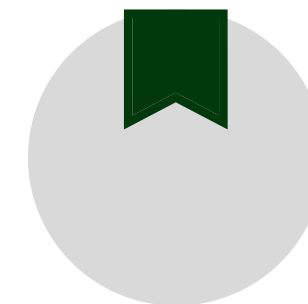
**Your role as a salesperson**



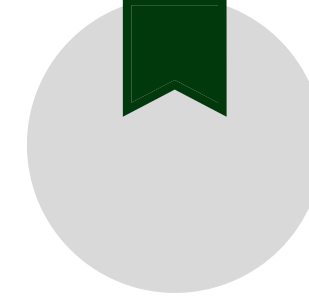
**Sales Presentation**



**Networking**



**Account Strategy**



**Bancassurance Sales Skills**

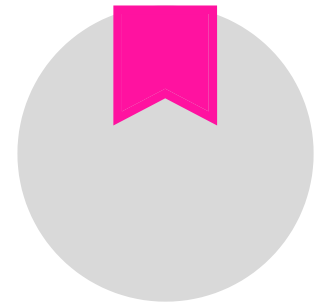
**MINDSET**

**WINNING**

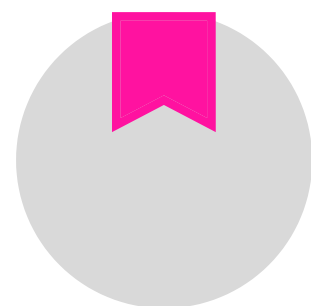
**GROW**



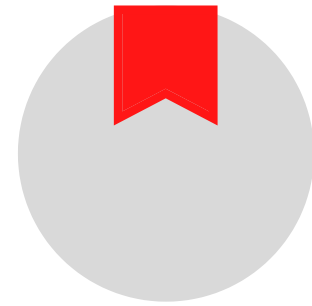
# DEVELOPING TALENT PROGRAM



**EQ - Emotional Intelligence**



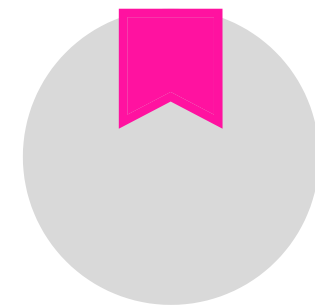
**Self-Leadership**



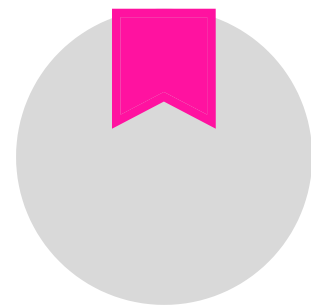
**Cross Function Communication**



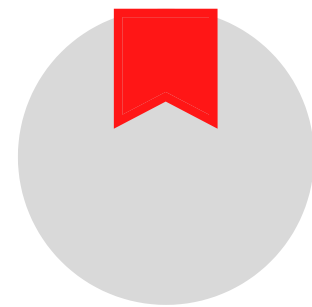
**Change Management**



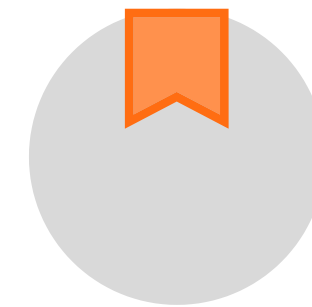
**Conflict Management**



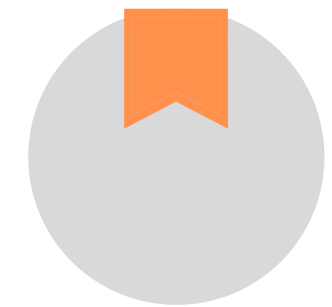
**Presentation Skills**



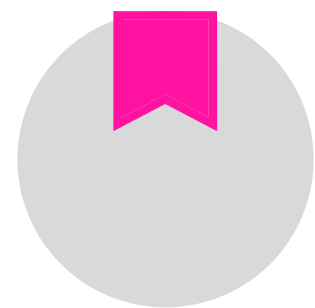
**Communicate with Empathy**



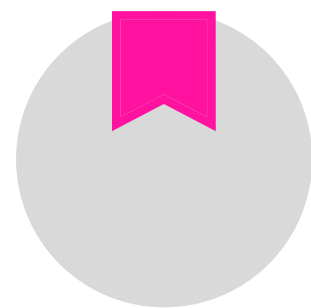
**Listening to Customers**



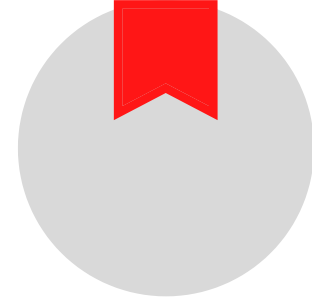
**Decision Making Skills**



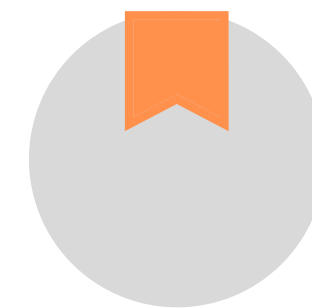
**Time Management**



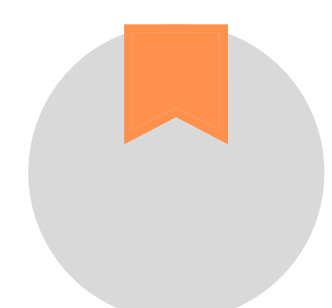
**Stress & Resilience**



**English for Business**



**Cross-Cultural Teamwork**



**Impact Client Experience**

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**PEOPLE SKILLS**

**COMMUNICATION SKILLS**

**WORK SKILLS**

# TRACKING SUCCESS

## THE BEST WAYS TO MEASURE SUCCESS FOR TRAINING PROGRAMS

RETAINING TOP TALENT (EMPLOYEE RETENTION)



INCREASE IN PERFORMANCE METRICS



EMPLOYEE FEEDBACK ABOUT ABILITY TO APPLY TRAINING



QUALITATIVE FEEDBACK EMPLOYEE BEHAVIOUR CHANGE



EMPLOYEE USAGE OF TRAINING PROGRAMS



EMPLOYEE FEEDBACK ON TRAINING PROGRAMS



# OUR RESULTS

23%

Annual **cost savings per 1,000 employees** for firms who use our **training solutions**. Based on training **ROI**.

Increase in **employee retention** at a International Bank for employees who followed our **Management Training Program** between 2017-2019.

\$705K

92%

**Number of employees** trained by MDT Training's programs in Vietnam since 2015

Average **training satisfaction** rating based on content, trainer, and job relevance in **2019**

8,762

A man in a dark suit and striped tie is smiling and looking towards the camera. He is standing in an office environment with bookshelves and a window with blinds in the background. The image is overlaid with a semi-transparent dark blue filter.

# TESTIMONIAL

"MDT provides our employees with management development programs and technical banking training solutions which have boosted our employee retention by 23% in 2018."

*- Manager of Learning & Development*

# OUR CLIENTS



# OUR TEAM



**Mike Hebert**  
Managing Director  
& Senior Trainer



**Phuong Tran**  
Business  
Manager



**Emily Doran**  
Senior English  
Trainer



**Nguyen Hoang Nam**  
Sales & People Skills  
Trainer



**Garret Nelson**  
Corporate English  
Trainer



**Vu Thanh Thuy**  
Sales Leadership  
Trainer



**Ta Thanh Huyen**  
Sales Leadership  
Trainer



**Andrew Burford**  
Corporate English  
Trainer



**Nguyen Hung**  
People Skills  
Trainer



**Leonard Brinks**  
Corporate English  
Trainer



**Lisa MacKenzie**  
Marketing  
Manager



**Paul Tran**  
Marketing  
Associate

**Our team of trainers are industry experts all with over 10 years of business leadership experience and over 5 years of corporate training experience.**

# CASE STUDY

## DEVELOPING FINANCIAL LEADERS

**GOAL:** Empower employees to develop in future leaders and the bank through skills development and increased knowledge.

We met with an international bank in 2017 and learned about non-management employees who were disengaged and leaving the bank at a higher rate than expected.

Alongside their learning team, we consulted, designed, and have been delivering an 18-month training program. This program is aimed at providing 1,200 non-management employees with the skills and knowledge needed to excel in their careers. Training is currently ongoing in HCMC, Ha Noi, Da Nang, and Can Tho.

We utilize a blended learning methodology by combining e-learning to increase knowledge acquisition, with in-class and remote training to develop soft skills related to the e-learning content. Employees work through team-scenarios, role-plays, case studies, and group presentations.

*Over the last 24 months, employee retention rates for those who followed the program increased by 32%. This program has been a great success. Sales performance has improved and more talented staff are getting promoted internally than ever before*

- Intro to Commercial Banking
- Intro to Retail Banking & Wealth
- Mastering Client Experience
- Risk Management & Lending

- Winning in a Team
- Leading a Team
- Effective Time Management
- Sales Performance Coaching

- Sales Presentation Skills
- Cross-selling & Up-selling
- Consultative Negotiations
- Professional Networking



## CASE STUDY

# COMMUNICATION SKILLS FOR BUSINESS EXPANSION

### **GOAL: Improve the communication skills and confidence for talent leaving Vietnam to work in foreign teams**

We met a large international IT company in 2016 as they had plans over the next 5 years to develop their business to both sell and expand offices into foreign markets. Although product teams had the knowledge to launch successful products abroad, their teams had difficulty communicating with foreign partners and clients. In addition, they had difficulty hiring, managing, and training teams in their foreign offices.

Alongside their L&D team, we consulted, designed, and have been delivering a business English & soft skills training program for their employees in HCMC and Ha Noi. Our unique program delivered over 10 weeks is designed to teach industry-specific English lessons combined with customized soft skills workshops built directly into the curriculum. Each employee must complete a placement test which allows us to match them to the most appropriate course; Bronze, Silver, Gold, Platinum or Diamond (Elementary to Upper-Intermediate).

*Since the start of 2017, we have delivered 36 communication courses for this client, having impacted 520 employees in the company. Over the last 3 years, feedback has been positive as enrolment remains above 80%, course satisfaction is at 88%, and most importantly 68% of employees agree they have improved their job performance since following this program.*

- Business English Program
- IT focused English Skills
- Pronunciation Expertise

- Decision Making Skills
- Presentations Skills
- Customer Service Skills

- Critical Thinking Skills
- People Management Skills
- Time Management Skills



# CASE STUDY

## PRIORITY BANKING SALES STRATEGIES

### **GOAL: Develop sales & market strategies and skills for the priority banking teams at a local bank**

We met a large local bank in 2019 as they had recently launched their new priority banking products. They had formed the priority banking teams, and started segmenting their retail banking clients into two groups, mass retail banking and priority banking customers. In order to have a successful implementation, the bank requested MDT's help in transforming the mindset of their leadership team and building a go-to-market strategy for marketing and sales teams. In addition, MDT was tasked with building a sales excellence program for the newly formed sales teams at the bank.

In April 2019, MDT delivered its first of a two-day workshop to the bank's top directors in marketing, operations, compliance, sales, and product teams. We explored topics around building products targeted to high-net worth Vietnamese with different work backgrounds from entrepreneurs, business directors, and wealthy families. From there we created go-to market strategies, partnership agreements, and customer promotions that could be used to attract new clients

Throughout 2019, MDT designed and facilitated a sales training program for teams across the country and training sessions were delivered in Ha Noi, Da Nang, Ho Chi Minh City, and Can Tho. The main focus of the nationwide sales training was on relationship selling, cross selling, objection handling, and customer experience.

Upon completion of training for sales teams, 84% of sales directors have reported an improvement in client satisfaction.

- 
- Customer Strategies
  - Go to Market Strategies
  - Partnership Strategies
  - Relationship Selling
  - Communicating Empathy
  - Cross-selling and Up-selling
  - Improving Internal Referrals
  - Impactful Client Experience
  - Consultative Negotiations

# CASE STUDY

## TRANSFORMING A NATIONAL SALES TEAM

**GOAL:** Transform a reactive sales team into a proactive relationship selling team.

We were approached by a multinational firm in 2018. They were looking to transform their sales teams across the country. With a full training team in place, they tasked us to develop a sales training program which could be consistently delivered by any trainer in any office in Southeast Asia.

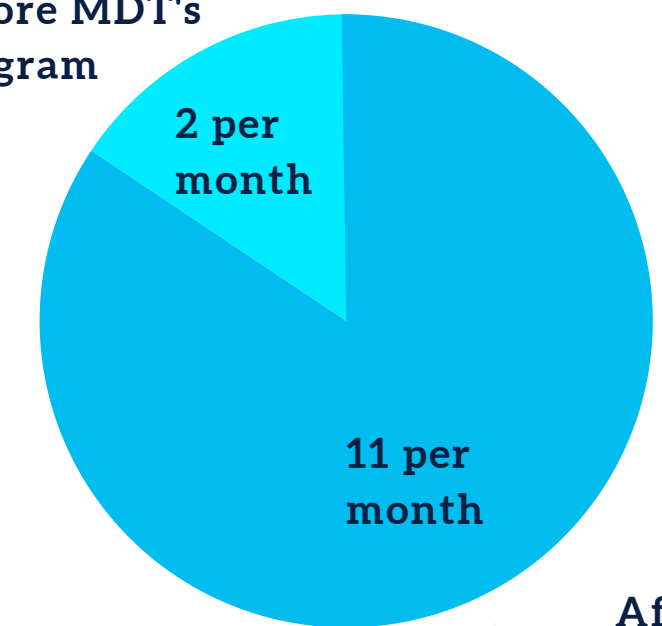
Over the next 4 months, we met their executive teams and sales teams to gain a deeper understanding of the current approach and the skills required by the sales team to transform into relationship-focused salespeople. We developed a tiered sales training program impacting the way the sales teams think, act, and manage long-term sales. Our training program blended product knowledge with sales skills to ensure that the sales teams were able to have deeper conversations with customers while delivering outstanding client experience.

This training program was delivered in 10 cities in Vietnam over a six month period

### PROGRAM KPI:

Long-term product sales / centre

Before MDT's program



After MDT's program

**ROI = 527% -> \$311,000**

- Relationship mindset
- Improving existing relationships
- Handling objections
- Qualifying Incoming Leads
- Discovering prospects needs
- Closing the sale
- Engaging with new prospects
- Recommending the solution
- Customized client experience

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**HELPING EMPLOYEES  
THINK, ACT, SELL & LEAD  
DIFFERENTLY**



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