

# PASSION DRIVEN

## MR IAN DING RENJIE

*Terebinth Mastery Resources Pte. Ltd (TMRSuccess)*

To Mr. Ian Ding, sales, personality psychology and personal development have always been his passion. The Founder and a sales trainer of Terebinth Mastery Resources, a business established in October 2014, that conducts result-driven transformational sales training for entrepreneurs and sales professionals on how to close deals, he first fell in love with the thrill and adrenaline of doing sales when he was 17.

Although it looks as if the path to entrepreneurship has been a smooth one for Mr. Ding, it has not always been that way. It took him awhile to get accustomed to the entrepreneurial world, and it was also an arduous process to find, refine, and fine-tune his company's unique selling point.

"Back in 2014 when I first started out, nobody knew about me nor about what I could bring to the table," Mr. Ding professes, "Today I am proud to say that in terms of market awareness, my company has grown from "just another training company" to the "preferred sales training company."

A resilient and tough individual, he often looks differently at situations. When he was schooling, he challenged his teachers, and saw it as training for him to be courageous enough to ask questions. When he sold products at roadshows, he felt that it trained him to be brave enough to approach strangers, to dare to present what he knows best, to dare to handle objections, and to dare to ask for the sale.

Moving on, Mr. Ding aims to be the very first training academy that all sales professionals and entrepreneurs in Southeast Asia must go through to be equipped with the relevant sales closing skills.



“EVERY WIN COUNTS, BUT NOT EVERY LOSS MATTERS.”

## UP CLOSE & PERSONAL

### How do you approach problems in life?

There are two kinds of entrepreneurs: the brave and the fearless. I belong to the latter, and I'm often known for fearlessly tackling the problems in life by doing first and talking later. I believe in showing results through action.

### Passion or Practicality?

This is perhaps the toughest question for every true-blooded entrepreneur to answer, because the correct answer would be both. Passion and practicality form the finest line that every entrepreneur needs to balance to move from surviving to thriving.