



**FMM INSTITUTE**

(C10626805080/ 199901000527/ 475427-W)

Centre for Professional Development



# THE EIGHT STEPS SELLING SYSTEM

In the present challenging environment, the continuous change of customers' preferences and the introduction of new products, every salesperson must keep themselves updated, equip themselves with new selling skills and having the right attitude in order to create a competitive edge over their competitors. As such, this program seeks to enhance the attitudes, skills and knowledge of salespersons and create awareness of new techniques in selling.

## **ADMINISTRATIVE DETAILS**

Date : **May 28-29, 2026**  
(Thursday-Friday)

Time : **2 Days (9:00 am - 5:00 pm)**

Venue : **FMM Institute, Johor Branch**  
No. 1 & 3, Jalan Kencana Mas 1/1,  
Tebrau Business Park III,  
81100 Johor Bahru, Johor

Fees : **RM 1,215.00 (FMM Member)**  
**RM 1,350.00 (Non member)**  
The fee inclusive Service Tax at 8%  
(SST No: W10-1901-32000105)

Closing Date : **May 14, 2026 (Thursday)**

Training Provide : **FMM Institute Johor**  
**MYCOID: 475427W\_JOHOR**

All cancellations must be made in writing. There will be no charge for cancellation received 7 or more working days before the start of the programme. Cancellation received 5 working days before the start of the programme is subjected to a cancellation fee of 50% of the course fees. Cancellation received 3 working days and below before the start of the programme is subjected to cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.



## COURSE CONTENTS

### **THE "RIGHT" ATTITUDE AND MINDSET OF A SALESPERSON**

- Why are you doing what you do?
- The meaning of success and positive thinking
- Who is responsible for success – I, me myself
- Characteristics of a professional salesperson

### **PERSONALITY PROFILING**

- What is your personality type?
- Self-assessment of personality types
- The 4 types of personalities
- Selling to the customers with different personalities

### **SALES PLANNING**

- Success ratio
- Sales KPIs
- Sales kit preparation
- Customer profiling
- Understand competitors

### **THE 8-STEP SELLING SYSTEM**

- Introduction to the 8-step selling system model
- Generate leads into your data bank
- Approaching your potential customers

### **PREPARATION TO MEET THE POTENTIAL CUSTOMERS**

- Getting more information about the prospect
- Develop terms for sales
- Visualise the meeting

### **DEALING AND NEGOTIATING WITH CURRENT AND POTENTIAL CUSTOMERS**

- Questions to ask to qualify your prospects
- 2 techniques to pitch to customers
- Handling any objections that arise – classical & factual approach
- Detect buying signals
- Techniques to close the sale
- Service and follow ups before and after conclusion of sales



### **METHODOLOGY**

**This is a highly interactive workshop and focuses on a combination of theoretical and practical aspects of selling. There is a mixture of lectures, group exercise, online research and presentations to integrate learning.**

#### **FACILITATOR**

Mr Phang Wai Kheong, accumulated wide experience in the field of management, sales and marketing, managing project teams in driving the CRM strategies over the past two decades. Being a marketer by profession, he was in charge of the sales & marketing division in the fast moving consumer goods where achievement of sales targets is the most important KPI. Therefore, planning a detailed plan and executing the plan has become second nature. Having to train and motivate his sales teams to achieve results, Phang has developed a strong passion for training. As such, he became a full time trainer 18 years ago. His strength includes his ability to relate the conceptual theory into practical hands-on in real life situation application and combination of activities and learning intervention.



# FMM INSTITUTE

(C10626805080/ 199901000527/ 475427-W)

Centre for Professional Development



## THE EIGHT STEPS SELLING SYSTEM

MAY 28 - 29 ,2026 | VENUE: FMM INSTITUTE, JOHOR BRANCH

FMM Institute (475427-W)

Puan Sabrina / Pn. Astri / Pn. Ain

Email : [sabrina@fmm.org.my](mailto:sabrina@fmm.org.my) / [astri@fmm.org.my](mailto:astri@fmm.org.my)

/ [nur\\_ain@fmm.org.my](mailto:nur_ain@fmm.org.my)

Tel: 07-357 7613 / 14 / 15 / 16 Fax: 07-357 7618

Please tick accordingly:

Fees:  FMM Member: RM 1,215.00/pax  
(inclusive of 8% Service Tax (SST No: W10-1901-32000105))

Non Member: RM 1,350.00/pax  
(inclusive of 8% Service Tax (SST No: W10-1901-32000105))

Dear Sir/Madam,

Please register the following participant (s) for the above programme:

(To be completed in BLOCK LETTERS)

1.Name:	IC No:	Nationality:
-----	-----	-----
Designation:	Email:	Mobile No.:
-----	-----	-----
2.Name:	IC No:	Nationality:
-----	-----	-----
Designation:	Email:	Mobile No.:
-----	-----	-----

(if space is insufficient, please attach a separate list)

### Disclaimer

Registration is on a first-come first-served basis. All cancellations must be made in writing. There will be no charge for cancellation received 7 or more working days before the start of the webinar. **Cancellation received 5 working days** before the start of the webinar is **subject to a cancellation fee of 50%** of the webinar fees. **Cancellation received 3 working days and below** before the start of the webinar is **subject to a cancellation fee of 100%** of the webinar fees. **If the participant fails to attend the programme, the full webinar fees are payable.** However, replacement can be accepted at no additional cost. The FMM Institute reserves the right to change the speaker, reschedule or cancel the webinar and all efforts will be taken to inform participants of the changes.

We hereby confirmed that (please tick accordingly):

We will be claiming under **HRD CORP CLAIMABLE COURSES** and full payment would made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances.

I (self-sponsor) / We will **NOT BE CLAIMING** under **HRD CORP CLAIMABLE**. Payment will be made to the account payee **FMM Institute** by cheque or bank transfer to **Maybank Account No. 501280056601**.

Tin No. : C10626805080

BRO No. : 475427-W

SST No. : W10-1901-32000105

Submitted by:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Designation: \_\_\_\_\_ Tel No: \_\_\_\_\_ Moblie No: \_\_\_\_\_

Company: \_\_\_\_\_ Address: \_\_\_\_\_

Tin No. : (Company Tax Number) \_\_\_\_\_ Business Registration No. (New/Old) \_\_\_\_\_ SST No (If Applicable): \_\_\_\_\_

Company Stamp & Signature: \_\_\_\_\_ Date: \_\_\_\_\_