



PROFESSIONAL SELLING SKILLS: PRACTICAL GUIDE FOR SUCCESS

OBJECTIVES

- Be prepared to excel in competitive environment – especially during the difficult times
- Develop results-oriented personality and be the TOP GUN
- Organise and articulate approaches from 'PRE TO POST SALES'
- Equip with sales techniques to enhance selling skills
- Articulate approaches to meet the demands of customers

COURSE CONTENT

- What are The Challenges of Human-capital and the New Global Economy (CHANGE)
- What are The Challenges of Changed Environment Confronting Sales Professional
- Do You Possess These Impressive "SUPER STAR" Attributes and Personality
- Are You Able to Analyse and Work with the 8 Different Types of Customers? The "PICK-A-KIT" Characteristic
- What and How to Meticulously Synchronise Sales Techniques to Realise Sales Objectives
- How to Respond and Resolve Customers' Problems Systematically
- Why is Customer Service Important and What Are the Secrets Behind Your Success in Sales
- Do You Want to be Creative in Order to Remain Competitive

ADMINISTRATIVE DETAILS

Date : November 5 - 6, 2025

Time: 9.00am – 5.00pm

Venue: Level 2, FMM Selangor & Kuala Lumpur Branch
No 8A, Jalan Pensyarah U1/28, Hicom Glenmarie Industrial Park, 40150 Shah Alam, Selangor.

Fees : FMM Members – RM 1,350.00 per participant
Non-Members – RM 1,566.00 per participant
(inclusive of 8% service tax)

(Fees include course materials, Meals and Certificate of Attendance)

Get **10% DISCOUNT** if you send 3 or more participants for the same programme!



TRAINER PROFILE

Ms Ewan Lee is a business consultant and PSMB-certified trainer specialising in Leadership, Sales, Marketing, Negotiation, Problem Solving and Decision Making, Business Strategy Development, Interpersonal, Presentation, Employee Coaching and Team Building. Ewan has more than 20 years of work experience with 5 years exposure in the manufacturing environment. Her experiences include sales and marketing focused on government agencies, research and development institutions, FMCG and various industries including pharmaceutical, F&B, agriculture and petrochemicals with over 10 years in leadership roles from German, Swiss and American Multinational Corporations. Her teams have won numerous sales performance awards for global and local recognition for top sales performance in various product categories. Her expertise in strategic business planning has resulted in double digit growth, always in pursuing top line and bottom line growth. Her first degree is Bachelor of Business Administration (BBA) majoring in Finance and Master of Business Administration (MBA) specialising in Management. She has conducted numerous soft skills training such as Effective Fundamental Selling, Effective Negotiation, Effective Leadership, Effective Presentation, Effective Time Management and Team Building. Her clientele includes institution of Higher Learning, Prototyping, tooling and moulding, Palm Oil industries, Instruments to Chemicals Trading.

WHO SHOULD ATTEND

Sales/ Marketing Supervisors / Executives, Sales / Marketing Managers, Directors, aspiring Sales Candidates, Entrepreneurs and all those who want to excel in the current hyper-competitive business environment.

For further inquiries please contact:

Siti Nazihah /Azrini
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azrini@fmm.org.my
Visit us at: www.fmm.edu.my / www.fmm.org.my

REGISTRATION FORM

PROFESSIONAL SELLING SKILLS: PRACTICAL GUIDE TO SUCCESS

November 5 - 6, 2025 (Wednesday - Thursday) FMM SELANGOR & KUALA LUMPUR BRANCH

FMM Institute Selangor (SST No: W10-1901-32000105 | **COID: (475427W_SELANGOR)**

Email: siti_nazihah@fmm.org.my/ azrini@fmm.org.my

Tel: 03-5569 2950/4471/4171

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

1. Name	Designation	Email
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Nationality	IC/Passport No.
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2. Name	Designation	Email
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Nationality	IC / Passport No.
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(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 14 or more working days before the start of the programme. Cancellation received 7 – 14 working days before the start of the programme is subject to a cancellation fee of 50% of the programme fees. Cancellation received 6 working days and below before the start of the programme is subject to a cancellation fee of 100% of the programme fees. If the participant fails to attend the programme or less than 75% attendance, the full programme 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 programme and all efforts will be taken to inform participants of the changes.

We hereby confirm that (Please tick accordingly):

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

☐ We will NOT BE CLAIMING from HRD Corp. Payment will be made to account payee FMM Institute by cheque or bank transfer to Maybank Account No 5-62106-64719-2

Submitted by:

Name:	Designation:
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Email:	Company:
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FMM Membership No. :	My Corporate Identity No.:
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Company Address:

Tel No.:	Fax No.:	Date:
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