



FMM Institute

Co. No: 199901000527 (475427-W)
Perak Branch



SOCIAL MEDIA & SALES BOOST PROGRAM

📅 **January 7-8, 2026 (Wednesday-Thursday)**
🕒 **8.45 am – 5.00 pm** 📍 **FMM Institute, Perak**

Participants to bring own laptop/tablet.

Social Media & Sales Boost Program is a 2-day interactive public training designed to help professionals, entrepreneurs, and content creators master the psychology of communication and influence in the digital age. This isn't just another course on algorithms or posting schedules, it's a hands-on experience that dives into how people think, connect, and make decisions online. Participants will discover the science behind attention, trust, and engagement and how to translate that into powerful, persuasive content that sells without sounding "salesy."

This training focuses on equipping participants with practical tools to craft magnetic messages, build authentic personal or business brands, and convert followers into loyal customers. Through fun activities, real-world examples, and mindset exercises, participants will learn how to speak their audience's language, handle objections with ease, and show up confidently both online and offline; turning every post, pitch, or conversation into an opportunity for influence and growth.

OBJECTIVES

By the end of this training, participants will be able to:

- Understand the psychology behind attention, trust, and buying behavior in social media and sales.
- Craft engaging messages and posts that trigger curiosity, emotion, and action.
- Build a consistent, authentic personal or business brand online.
- Communicate value clearly and persuasively without sounding "salesy."
- Apply storytelling techniques to make messages memorable and relatable.
- Handle objections and turn resistance into engagement.
- Develop powerful mindset habits that boost confidence and influence.
- Build strong rapport and connection with audiences or customers through tone and language.
- Convert followers into loyal customers using strategic communication.
- Create sustainable growth by aligning content, communication, and credibility.

WHO SHOULD ATTEND

Sales and marketing professionals, business owners, entrepreneurs, and content creators who want to master the psychology of communication and influence in the digital age - and boost sales through powerful social media strategies.

TRAINING METHODOLOGY

Hands-on, interactive, real-world practice scenarios

TRAINER

MS JENNIFER JEYASHRI ANTHONY ALEX, known in the training industry as Jenny Shree Anthony, is a distinguished NLP Coach and HRD Corp Certified Trainer with over a decade of experience in language coaching. Currently pursuing her PhD in English Language Studies at the National University of Malaysia, she holds both a bachelor's and master's degree in literature in English from the same institution, achieved under full government scholarships.

Ms Jennifer expertise spans a wide array of training domains. She delivers NLP-based corporate training and coaching programs designed to unlock individual and team potential. Her training topics include communication skills, stress management, emotional intelligence, and goal setting. Her impactful sessions, such as "The Power of NLP in Persuasion and Influence" and "Aligning Personal and Team Goals for Better Collaboration," reflect her dedication to fostering meaningful growth.

Ms Jennifer engaging and adaptable training style has earned her recognition from top organizations, including Willowglen MSC Berhad and Petroseis Survey Sdn Bhd, where she has empowered engineers and technical staff to excel in their roles. Known for her approachable demeanour and results-driven strategies, Jenny continues to inspire clarity, confidence, and transformation. Whether coaching individuals or training teams, she is a trusted partner in the journey toward personal and professional excellence.

COURSE CONTENTS

DAY 1 : THE PSYCHOLOGY OF INFLUENCE IN THE DIGITAL WORLD

Welcome & Objectives

- Trainer's introduction and brief background.
- Overview of the training objectives, agenda, and expected outcomes.
- Brief discussion: What do you understand about 'influence' and 'persuasion'?

Module 1: Understanding the Mind of Your Audience

- The psychology of scrolling: why people stop, like, and share
- Emotional triggers behind buying and engagement
- The difference between attention, interest, and trust
- How audiences make subconscious decisions in seconds
- Turning audience insight into communication strategy

Module 2: Crafting Magnetic Messages

- The power of the first line, hooks that stop the scroll
- The "emotion + value" formula for persuasive messages
- Using tone and rhythm to make words more impactful
- How to sound authentic, not pushy or robotic
- Turning features into emotional benefits

Module 3: Authentic Branding That Builds Trust

- What makes a brand "authentic" and why people can sense fake fast
- Personal vs professional branding, finding your sweet spot
- Building consistency in tone, message, and visuals
- Storytelling as a trust-building tool
- Values-based communication that connects emotionally

Module 4: Emotional Storytelling for Sales

- Why stories sell better than facts and features
- The psychology of emotion-driven decisions
- The simple storytelling formula: *Challenge* → *Action* → *Result*
- How to turn customer experiences or brand journeys into stories

- Storytelling techniques for posts, pitches, and presentations

DAY 2: FROM ATTENTION TO ACTION

Module 5: Persuasive Communication That Converts

- The psychology behind "yes", what makes people act
- Structuring messages with clarity and purpose
- Power words and emotional phrasing that spark action
- How to create urgency without pressure
- Turning conversations into conversions, both online and offline

Module 6: Overcoming Objections with Ease

- Understanding why people say "no"; the psychology behind objections
- Common mistakes when responding to resistance
- The "Agree – Acknowledge – Redirect" technique
- How to ask questions that uncover real concerns
- Turning objections into opportunities to reinforce trust and value

Module 7: The Confident Influencer Mindset

- How self-talk shapes confidence and communication
- Overcoming fear of rejection, judgment, or "not being Mindset good enough"
- Shifting from performance mode to service mindset
- Building emotional resilience in a fast-paced digital world
- Daily mental habits that support consistent confidence and influence

Module 8: The Conversion Framework

- Understanding the buyer's journey: awareness, connection, conversion
- Structuring your content to guide natural decision-making
- Using storytelling, trust, and emotion to support conversion
- The importance of consistency and timing in communication
- Creating a simple action plan for sustainable online growth

COURSE DETAILS

Date **January 7-8, 2026 (Wednesday-Thursday)**
Time **8.45am - 5.00pm**
Venue **FMM Institute Perak**
No 1, Lorong Raja DiHilir, 30350 Ipoh, Perak
Medium of Instruction **English**
CPD **14 hours**
Fees ☐ **Members RM1,134.00/pax**
☐ **Non-Members RM1,296.00/pax**
(Fees inclusive of Service Tax at 8%, Course Materials, Refreshment, Lunch and Certificate of Attendance)

Closing Date:
DECEMBER 31, 2025

ADMINISTRATIVE DETAILS

HRD CORP CLAIMABLE COURSE DETAILS

- Training Provider: **FMM Institute Perak** ■ MyCoID : **475427W_PERAK**
- HRD Corp Programme No: **Provided upon confirmation**

DISCLAIMER

The FMM Institute reserves the right to change the facilitator, date and to vary / cancel the course should unavoidable circumstances arise. All efforts will be taken to inform participants of the changes.

REGISTRATION

- Upon **Faxing/Mailing** the completed **Registration Form** to FMM Institute, you are **deemed** to have read and **accepted** the terms and conditions. The **course** would also be **deemed** as **confirmed** unless informed otherwise.
- Will be based on First-Come-First served basis.

PAYMENT

- Cheques** made in favour of "**FMM Institute**" should be forwarded to FMM Institute Perak.
- For **HRD Corp Claimable Course**, an **Attendance of 100% is a must**, in any case, **employers will be billed in full**.
- FMM Institute SST Registration No. **W10-1901-32000105**
- FMM Institute TIN No. **C10626805080**

CANCELLATION

Must be in Writing with Reasons ■ 7 days before the course – No payment charged ■ 3 – 6 days before the course - 50% payment charged ■ < 3 days before the course – Full payment charged
■ Participants who did not turn-up will be charged full payment ■ Replacements can be accepted at no additional cost

~ Registration Form ~

SOCIAL MEDIA & SALES BOOST PROGRAM

FMM Institute
No 1, Lorong Raja DiHilir, 30350 Ipoh, Perak

Fax: 05-5488221

Dear Sir / Madam, please register the following participant(s) for the above programme.

1.	Name		Designation	
			HP No	
	NRIC		Email	
2.	Name		Designation	
			HP No	
	NRIC		Email	
3.	Name		Designation	
			HP No	
	NRIC		Email	

(Please attach a separate list if space is insufficient)

We hereby confirmed that (Please tick (✓) in appropriate box):-

- ☐ We **will be claiming from HRD Corp** and full payment would made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances
- ☐ We will **NOT BE CLAIMING from HRD Corp**. Enclosed cheque/bank draft No _____ for RM _____ being payment for _____ participant(s) made in favour of the "**FMM Institute**".

Submitted by:

Name:	Designation:		
Company:	Tel:	Fax:	
Address:			
Email:	FMM Membership No		

Enquiries – please contact **Ms Vaani / Pn Eda / Ms Harvindar** ☎ (05) 548 8660 📠 (05) 548 8221 ✉ fmm_institute_perak@fmm.org.my