



Online Training

Effective Sales Engagement Tools & Techniques – Make the Deal

Administrative Details

Date	: June 8 – 9, 2021 (Tue – Wed)
Time	: Day 1 (9:00 am – 5:00 pm) Day 2 (9:00 am – 5:00 pm)
Platform	: ZOOM
Fees	: RM 1,007.00 (FMM Member) RM 1,113.00 (Non member) The fee inclusive Service Tax at 6%
Contact	: Pn. Astri (astri@fmm.org.my)
Persons &	: En. Omar (omar@fmm.org.my)
Email	: Ms. Jessica (jessica@fmm.org.my)
Closing Date	: May 21, 2021
PSMB Registered No. : 0268 (FMM Headquarter Kuala Lumpur)	

In the present challenging environment, the continuous change of customers' preferences and the introduction of new products, every sales professional 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.

COURSES CONTENT

The mindset of a sales professional

- * Why are you in sales?
- * The meaning of success and positive thinking
- * Who is responsible for success – I, me, myself
- * Characteristics of sales professionals
- * Current challenges in the market place
- * The changing roles of sales professionals

Personality Profiling

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

Understand the Market

- * What's happening in the market?
- * Analyzing the market
- * Who are the competitors?
- * Systematic approach to sales intelligence

Modern selling

- * What do customers want?
- * Modern selling concepts
- * Customer value creation

The selling & service system

- * Why a systematic approach to selling
- * Introduction to the 7-step selling system model
- * Generate leads into your data bank
- * Making appointments with your potential customers

Dealing with current and potential customers

- * Presentation your USP to your customers
- * Handling any objections that arise
- * Closing the deal
- * Cross selling and upselling

TARGET AUDIENCE

Customer service officers, Sales Department

Objectives

Upon completion of the program, participants should be able to:

- ✓ Build a healthy self-image of an achiever, to be competitive with self
- ✓ Understand current and future market trends and how it can affect sales
- ✓ Understand and meeting customers' needs as the foundation of successful selling
- ✓ Awareness of the new ways to sell and its impact on sales professional
- ✓ Adapt to a changing environment and modify their selling strategies accordingly
- ✓ Serve the customers well and understand what makes them tick

METHODOLOGY

Concepts and techniques will be internalised throughout the workshop through lectures, role-plays and group activities using an integrative learning approach. Evaluations will be conducted after every role play session.

All the role play sessions will be recorded and passed back to the company for their reference.

Kindly note the following:

- Total **16 hours** training including time break.
- Kindly **download ZOOM apps** on your **own** laptop/desktop/ mobile phone before the training
- To log in with own laptop/ desktop - **15 min before** class & enable FMM to keep track the participants attendance records for PSMB audit purposes
- Stay **FOCUS** & away from distraction
- **Username and Password** would be provided upon confirmation of the training



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FACILITATOR- MR PHANG WAI KHEONG (IC NO. 691027-08-5215) 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.

He has trained and facilitated many programs for corporate companies that include some of the biggest and well known namely IBM, DHL, Toshiba, Lafarge, Ericsson, Kompackar, Huawei, Agilent, Perodua, Kimberly Clark & many more.

He holds a Masters of Business Administration (MBA) from the Wawasan Open University and Diploma in Marketing from Chartered Institute of Marketing, United Kingdom (CIM, UK). He is a Neuro Linguistic Programming (NLP) Certified Practitioner and also a Certified Trainer with Perbadanan Sumber Manusia Bhd (PSMB). He is also a Trained Lego Serious Play facilitator. Phang is proficient in both B. Malaysia and English.

Course Details

Date : **June 8 - 9, 2021 (Tue - Wed)**

Time : **9.00am - 5.00pm**

Venue : **Remote Online Training**

Platform: **Zoom**

Fees

FMM Member : **RM 1,007.00 (FMM Member)**

RM 1,113.00 (Others)

The fee inclusive Service Tax at 6% (SST Number : W10-1901-32000105)
(Fees include course material, lunch, refreshments & Certificate of Attendance)

Medium of Instruction : English

Closing Date : **May 21, 2021**

Administrative Details

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.

Payment

- Cheques made in favour of "FMM Institute" should be forwarded a week before the commencement of each programme.
- For SBL-Khas Scheme, an Attendance of 100% is a must, in any case, employers will be billed in full.

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

For further enquiries, please contact

FMM Institute Johor Branch

Pn. Astri / En. Omar / Ms. Jessica

Tel: 07-357 7613 / Fax: 07-357 7618

Email : astri@fmm.org.my / omar@fmm.org.my / jessica@fmm.org.my

REGISTRATION FORM

Dear Sir,

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

1 *Name :

Designation :

*Email :

2 *Name :

Designation :

*Email :

** Required information*

Submitted by:

Name :

Designation :

Company :

Address :

:

:

Tel & Fax

No. : (T) (F)

Email :

Please tick (✓) accordingly:

PSMB Scheme : SBL-Khas Non Contributor

Enclosed cheque No. _____ for RM _____
being payment for _____ participant(s) made in favour
of the "FMM Institute" should be forwarded to the
Secretariat **before June 8, 2021.**