



FMM Institute (475427-W), Penang Branch  
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# BE A SALES PROFESSIONAL

24-25 November 2021

## INTRODUCTION

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.

As such, this 2-day program seeks to enhance the attitudes, skills and knowledge of sales professionals and create awareness of new techniques in selling.

## PROGRAM OBJECTIVES

At the end this session, participants will be able to:

- Build a healthy self-image of an achiever, to be competitive with self
- Understand that selling is a system
- Develop a prospect list
- Understand and meeting customers' needs as the foundation of successful selling
- Handle any objections that the customers give
- Close the deal

## METHODOLOGY

This is a highly interactive workshop and focuses on a combination of theoretical and practical aspects of management. There is a mixture of lectures, group exercise, role plays, videos, case studies and presentations to integrate learning. .

## Target Participants

Entrepreneurs from micro and small businesses

~SBL Khas ~  
Claimable from HRD Corp

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## COURSE CONTENT

### The mindset of a sales professional

- Why are you in business?
- What is your challenge as a sales professional?
- Who is responsible for success – I, me myself
- 12 characteristics 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

### Sales planning

- What are your sales KPIs?
- 21 box method
- Converting prospects to client
- Customer Profiling

### The selling system

- Why a systematic approach to selling
- Introduction to the 7-step selling process model
- Generate leads into your data bank
- Approaching potential customers

### Presenting your products and services

- Why structuring
- Structuring a presentation – FFB & NSA
- Focus on the benefits and solutions
- Combining hot buttons with market & product knowledge

### Handling objections

- Understand why prospects raise objections
- Common objections raised by prospects
- Techniques to handle objections

### Closing

- The importance of closing
- Closing techniques

## ADMINISTRATIVE DETAILS

**Date:** 24 – 25 November 2021 (Wed- Thur)

**Time:** 9.00am to 5.00pm

**Venue:** Zoom Online Platform

### **Fees:**

Member – RM700.00 per participant  
(**RM742.00 inclusive 6% SST**)

Non- Member – RM800.00 per participant  
(**RM848.00 inclusive 6% SST**)

*Fees include course materials and Certificate of Attendance*

## TRAINER PROFILE

Mr Phang has 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.

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, Kompakar, 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.

He is an active member of Toastmasters International. An articulate and fluent speaker, he has participated and won numerous speech contests. He has also conducted workshops from the Speechcraft and Successful Club & Leadership Series and has served in various positions at the club, area, division and district levels. Due to his active participation and achievements, he was awarded the District 51 Area S1 Toastmaster of the Year 2006/2007 and the District 51 Division S Toastmaster of The Year 2006/2007. He was also awarded the District 51 Division Governor of the Year 2011/2012. He holds the title of Distinguished Toastmaster (DTM), the highest accolade bestowed by Toastmasters International.

Phang is proficient in both B. Malaysia and English.

He always believe that *"life is a journey of self-discovery as there is always something new to learn everyday"*

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## Registration Form

Completed registration form, faxed, mailed or e-mailed to FMM Institute would be deemed as confirmed. There will be no refund or cancellation within 2 days prior to the programme, 50% refund for cancellation between 3 – 6 days and full refund for cancellation 7 days prior to the programme. However, replacement can be accepted at no additional cost. The FMM Institute reserves the right to cancel or re-schedule the above programme and all efforts will be taken to inform participants of the changes. Closing date for registration is **on 17 November 2021**.

### For further details please contact:

FMM Institute, Penang Branch Tel: 04-3992057 Fax: 04-3994863

Attention: Ms Sharrlini / Mr Remes

E-mail: [sharrlini@fmm.org.my](mailto:sharrlini@fmm.org.my); [remes@fmm.org.my](mailto:remes@fmm.org.my)

### Dear Sir/Madam,

Please register the following participant for the above programme:

1. **Name :** \_\_\_\_\_

Designation : \_\_\_\_\_

I/C. No.: \_\_\_\_\_

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

2. **Name :** \_\_\_\_\_

Designation : \_\_\_\_\_

I/C. No.: \_\_\_\_\_

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

3. **Name :** \_\_\_\_\_

Designation : \_\_\_\_\_

I/C. No.: \_\_\_\_\_

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

4. **Name :** \_\_\_\_\_

Designation : \_\_\_\_\_

I/C. No.: \_\_\_\_\_

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

Enclosed cheque / bank draft no. \_\_\_\_\_  
for RM \_\_\_\_\_ being payment for \_\_\_\_\_  
participant(s) made in favour of **"FMM Institute"**

Payment can also be banked in at Maybank [FMM  
Institute: 507406504556]  
#Kindly scan and mail us the bank slip after payment

### Submitted by :

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

Designation: \_\_\_\_\_

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

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

Tel : \_\_\_\_\_

Fax: \_\_\_\_\_

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

Membership No. : \_\_\_\_\_

**Training Grant No:** \_\_\_\_\_

- Event link will be sent to participants upon confirmation
- Participants may join the session 30 mins before commencement time
- Webinar will be recorded for HRD Corp claim purpose
- Each participant should have access to a laptop/computer with microphone, webcam and strong internet connection