



Selling in Tough Times

April 5-6, 2021 | 9.00am - 5.00pm | Remote Online Learning via Zoom

OBJECTIVES

- Apply 'benefit selling' on customers
- Conduct a proper sales presentation
- Read buying signals
- Close more sales by using six simple closing techniques

CONTENTS

- The Planning Process
- Presenting Your Products (Video Supported)
- Reading Buying Signals and Closing the Sales
- Selling Against Your Competitors
- Handling Tough Customers

Dates : **April 5-6, 2021**
Time : 9.00 am – 5.00 pm
Venue : Remote Online Learning via Zoom
Fees : FMM Members – RM 1,272.00 per participant
(inclusive of 6% Service Tax)
Non Members – RM 1,378.00 per participant
(inclusive of 6% Service Tax)

(Fees include course materials and Certificate of Attendance)
***each participant must have their own, individual equipment for online meeting with strong internet connection.**

IN-HOUSE TRAINING AVAILABLE

For further enquiries, please contact:

Fatahiah / Siti Nazihah / Syazwani
FMM Institute

Selangor & Kuala Lumpur Branch

Tel: 03-55692950 / 4171 / 4471 Fax: 03-55694346

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fatahiah@fmm.org.my

Visit us at: www.fmm.edu.my / www.fmm.org.my

WHO SHOULD ATTEND

Sales Personnel and those who want to know how to increase their sales during these competitive times

FACILITATOR

Mr Billy Ong brings into the consultancy field his immense depth of experience in marketing and sales that spans three decades in diverse industries. A Chartered Marketer (CIM, UK) by profession, he now imparts his wealth of experience and knowledge to the next generation of marketing professionals as a practitioner not only in the field of strategic marketing but export marketing as well. Prior to embarking into his present venture, Billy spent seven years in the banking sector, the last attachment being BSN Commercial Bank as Manager of Consumer Banking before heading the bank's marketing team in product development. His most notable achievements were when he managed to turn the RM52 million Kelab Darul Ehsan from a losing concern to a profitable venture within six months; and charting the deposit growth for Perwira Affin Bank; both achieved during the 80's recession. Other recognition includes the CEO Book Award at BSN Commercial Bank for his outstanding contributions in strategic planning for the bank. Besides being a graduate from the Chartered Institute of Marketing (UK), Billy is also a certified sales consultant from Butler Associates Inc (Ohio, USA) and a certified customer service trainer with BSN Commercial Bank. He was one of the pioneer Council Members of the Malaysian Association of the Chartered Institute of Marketing.

Registration is on a first-come first-served basis. Cheques made in favour of the "FMM Institute" should be forwarded one week before the commencement of the programme. Completed registration form, that is faxed, mailed or e-mailed to FMM Institute, would be deemed as confirmed.

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 course fees. Cancellation received 6 working days and below before the start of the programme is subject to a 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.

The FMM Institute reserves the right to change the facilitator, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes. Should the programme be cancelled or postponed, FMM Institute is not responsible for covering airfare, hotel or other travel costs incurred by the participants.

REGISTRATION FORM

Selling in Tough Times

April 5-6, 2021 (Monday-Tuesday)

Remote Online Learning via Zoom

The Manager
FMM Institute
Tel: 03-55692950/4471/4171
Fax: 03-55694346
SST No:W10-1901-32000105

Please tick (√) accordingly:
PSMB Scheme: SBL-KHAS Non Contributor

Please register the following participant(s) for the above programme:
(To be completed in BLOCK LETTERS)

1. Name _____ Designation _____ E-mail _____

Nationality _____ IC/Passport No. _____

2. Name _____ Designation _____ E-mail _____

Nationality _____ IC/Passport No. _____

3. Name _____ Designation _____ E-mail _____

Nationality _____ IC/Passport No. _____

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

Enclosed cheque/bank draft No. _____ for RM _____

being payment for _____ participant(s) made in favour of the "FMM Institute".

Submitted by:

Name: _____

Designation: _____ E-mail: _____

Company: _____ FMM Membership No.: _____

Address: _____

Tel No.: _____ Fax No.: _____ Date: _____

My Corporate Identity No.: _____