

~ REGISTRATION FORM ~

OVERCOMING YOUR PRICE ISSUES IN SALES

SEPTEMBER 4 - 5, 2013 (WED & THU) ~ FMM INSTITUTE EASTERN BRANCH ~

PSMB Scheme (Please tick (✓) at the appropriate box below.)

SBL Non-contributor Others, please specify: _____

Dear Sir / Madam,

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

(To be completed in BLOCK LETTER.)

1. Name : _____
I / C No. : _____
Designation : _____
2. Name : _____
I / C No. : _____
Designation : _____

(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 : _____
Company : _____
Address : _____

Tel No. : _____ Company's Stamp: _____
Fax No. : _____
E-mail : _____
PSMB Employer Code No.: _____
FMM Membership No.: _____

ADMINISTRATION DETAILS

Registration:

- Registration is on a first-come-first-served basis.
- Completed registration form, that is faxed, mailed or e-mailed to FMM Institute, would be deemed as confirmed.
- Upon sending the completed registration form, you are deemed to have read and accepted the terms and conditions.

Payment:

- All fees for public programmes include course materials, lunch, refreshments and Certificate of Attendance.
- Training fees or cheques made in favour of the "FMM Institute" should be forwarded a week before the commencement of each programme.

Cancellation:

- Must be writing with reasons.
- 10 days before the programme – No payment charged.
- 5 – 9 days before the programme – 50% payment charged.
- < 5 days before the programme – Full payment charged.
- Participants who didn't turn up will be charged full payment.
- Replacement can be accepted at no additional cost.

Disclaimer:

- The FMM Institute reserves the right to change the facilitator, date and to cancel or reschedule the programme should unavoidable circumstances arise.
- All efforts will be taken to inform companies or participants of the changes.

For further enquiries, please contact us:

Ms Wani
FMM Institute Eastern Branch
Tel: 09-5156857 / 6858 Fax: 09-5156855
E-mail: fmmeastern@fmm.org.my



FMM INSTITUTE EASTERN BRANCH (475427-W)

B-8014, 2nd Floor, Sri Kuantan Square, Jalan Telok Sisek, 25000 Kuantan, Pahang Darul Makmur.
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E-mail: fmmeastern@fmm.org.my Website: www.fmm.org.my



OVERCOMING YOUR PRICE ISSUES IN SALES

SEPTEMBER 4 - 5, 2013 (WED & THU)

NEW

**SBL Scheme
100% Reimbursement**





NEW

OVERCOMING YOUR PRICE ISSUES IN SALES

INTRODUCTION

Throughout recent years, a vast amount of money, time and intelligence has been employed in overcoming sales resistance, i.e. in inducing people to waste their money in purchasing objects which they had no desire to possess. Objections raised by prospects have always been the bane for many sales professionals. Sales are lost not due to lack of trying but in many cases, lack of planning and preparation. Once an objection is raised and the sales personnel are unable to respond convincingly, the sales are lost and he or she becomes demoralised. This programme highlights techniques that will prove to be useful in closing the sales.

CONTENTS

- Selling Benefits
- The Unique Factor of Your Company / Product
- Offering Value-added Services
- Negotiating Objectives
- Assessing Leverages and Limitations
- Overcoming “Your Prices is Too High” Objection – Demonstrating the Use of 13 Techniques

OBJECTIVES

- At the end of the programme, participants will be able to:
- Redefine the product by analysing the features, advantages and benefits (the FAB factor).
 - Analyse the various unique ways to offer your product that will stand up in the mind of the prospect / customer.
 - Understand the right approach to derive value-added services.
 - Create a negotiation objective matrix before meeting the prospect.
 - Analyse your own leverages and limitations.

FACILITATOR

Mr Billy Ong brings into the consultancy field his immense depth in marketing and sales that spans three decades across 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 lecturer 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 achievement was 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 in 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.

WHO SHOULD ATTEND

Sales / marketing directors, managers and executives.

This Course Can Be Conducted As
An In-house/In-plant Course

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ADMINISTRATIVE DETAILS

Date : September 4 – 5, 2013 (Wednesday & Thursday)

Time : 8.45 am – 5.00 pm

Venue : FMM Institute Eastern Branch, B-8014, 2nd Floor, Sri Kuantan Square, Jalan Telok Sisek, Kuantan, Pahang Darul Makmur.

Fees : RM 750 (FMM Members) / RM 900 (others) per participant

PSMB Scheme : SBL

Medium of Instruction : English

Closing Date : August 29, 2013

(Fees include course materials, lunch, refreshments and Certificate of Attendance.)