



80/20 SALES AND MARKETING: GUIDE TO WORKING LESS AND MAKING MORE

September 26 & 27, 2022 (Monday & Tuesday)
8.45 am – 5.00 pm Remote Online Learning via Zoom

During this challenging time, allocating resources to maximize return on investment while minimizing the risks of low or negative return are becoming a lot more unpredictable.

As such, the marketing's role in a company's business growth is getting more crucial. Therefore, it is imperative for companies to relook at its business plan and to utilise marketing in driving the next growth.

The development of the right marketing strategy will determine the success and failure of an organization. As such, organizations are required to anticipate what are the current and future trends, their competitors and coming out with the right strategies to outwit competitors and at the same time to grab a bigger share of the market which will lead to higher sales.



COURSE CONTENTS

CURRENT CHALLENGES AND CHANGES IN THE MARKETPLACE

- The new normal and its effect to the business environment
 - Identify the new challenges so that everyone knows the new direction they need to head
- Changes that have to be made to stay competitive
 - Companies to identify changes they have to make in order to stay competitive and survive

ANALYSING TRENDS

- Market and environment research i.e. PEST Analysis
 - Researching on the political, economic, social and technology factors in a market
- Analysis of company SWOT
 - Analysing the company's strengths, weaknesses, opportunities and threats to be competitive in the market

COMPETITIVE MARKET ANALYSIS

- Understand the 4 quadrants of competitive market analysis
 - Introduction to the 4 where companies can be competitive
- Analyse where your organization derive most of the revenue from
 - Analysing where your organization derive most of the business from and which new market they want to explore
- Penetrate into new markets
 - Develop new markets to grow the business

5 MAJOR MARKETING STRATEGIES

OBJECTIVES

- Identify the new normal and its impact on current business
- Use the strategy framework to develop effective sales and marketing strategies
- Identify new markets to grow the business
- Develop strategies to reach out and get more customers

WHO SHOULD ATTEND

For those who wants to grow their business during this challenging time

- Develop the right products
 - Develop and launch the right products for the right markets
- Right pricing the products
 - How to right price the products to ensure it is competitive
- Distribute the products through the use of distribution channels
 - Searching for the right physical or online distribution channels
- Promoting the products to target market
 - Communicating with existing and potential customers using the various media platforms that are available
- Deliver excellent service
 - Ways to deliver excellent service as service is the biggest differentiation from one company to another

MIXING YOUR MAJOR STRATEGIES

- Combining the 5 major strategies
 - Using different strategies for each of the quadrant
- Right mix strategies for industrial products
 - Identify the right mix strategies for companies who sell industrial products
- Right mix strategies for consumer products
 - Identify the right mix strategies for companies who sell consumer products
- Right mix strategies for intangible products
 - Identify the right mix strategies for companies who sell intangible products

LEARNING OUTCOMES

- After this program, participants will be able to:
- Have a bigger view of the challenges and changes in the market
 - Develop different strategies for the different quadrant
 - Stay agile and adapt to the changes in the market environment
 - Develop a strategic marketing plan that everyone can agree

TRAINER

MR PHANG WAI KHEONG holds a Masters of Business Administration (MBA) from the Wawasan Open University and a Diploma In Marketing from Chartered Institute of Marketing, UK (CIM, UK). Mr Phang has 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.

MR PHANG became a full time trainer since 1998. He is a certified trainer registered with PSMB and has trained and facilitated many programs for corporate companies that include some of the biggest and well known namely DHL, Toshiba, Lafarge, Ericsson, Kompakar, Huawei, Agilent, Perodua, Kimberly Clark & many more. 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 and division 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 is also awarded the title of Distinguished Toastmaster (DTM), the highest accolade bestowed by Toastmasters International.

TRAINING METHODOLOGY

This program will be conducted interactively and focuses on a combination of theoretical and practical aspects of social media. There is a mixture of lectures, group discussions, demonstration and breakout rooms to integrate learning.

COURSE DETAILS

Date **September 26 & 27, 2022 (Monday & Tuesday)**
Time **8.45am - 5.00pm**
Platform **Remote Online Learning via Zoom**
Medium of Instruction **English**
CPD **14 hours**
Fees **Members RM689.00/pax** **Non-Members RM848.00/pax**
(Fees inclusive of Service Tax at 6%, Downloadable Course Materials and Certificate of Attendance)

- ❖ *Download and install ZOOM app on your laptop/desktop before the Webinar session*
- ❖ *Good Internet / Wi-Fi connectivity*
- ❖ *Username and Password will be provided upon confirmation of Webinar session*

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 **SBL-KHAS Scheme**, an **Attendance of 100% is a must**, in any case, **employers will be billed in full**.
- FMM Institute SST Registration No. **W10-1901-32000105**

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

CLOSING DATE:
SEPTEMBER 19,
2022

~ Registration Form ~

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

(Please attach a separate list if space is insufficient)

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

- We **will be claiming under SBL-Khas Scheme** and full payment would made to FMM Institute in the event that no disbursement from HRDF under any circumstances
- We will **NOT BE CLAIMING under SBL-Khas Scheme**. 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	