INTRODUCTION

Products and services do not sell by themselves. They need to be promoted by sales personnel and intermediaries. Those entrusted with selling should understand what makes them tick to increase market share for the company in this rapid growing industry, i.e. not only sell products and services, but to sell solutions and knowledge. Sales and service personnel are not born, they can be trained to perform the task productively. Besides acquiring the necessary product knowledge and selling attitudes, the sales personnel need to build close rapport with their co-workers, customers and business partners. By doing so, it will provide customers with much convenience and value. In turn, the organization will become more effective, efficient, competitive and ultimately become more profitable. This 2-day programme is aimed at sharpening the sales personnel’s skills in prospecting, presenting, selling and servicing the prospects and customers. Emphasis will also be placed on the importance of interpersonal skills to start and maintain good customer service and how to overcome objections and rejections.

CONTENTS

Selling As a Career
- Rewards and challenges in selling
- Duties and functions of a sales personnel
- Traits/qualities of an exemplary sales personnel

The 3 Types of Quality
- Product
- Service
- Functional

The 3 Levels of a Product
- Formal
- Core
- Augmented
The 4 Cycles of Personnel Selling
- Who and where are your prospects?
- Selling features and benefits
- Pre-selling – existing customers – stock checking of own brand and competitors’ brand
- new accounts – using referrals and researches
- While selling - 5 great rules of selling i.e.
  - Attention step, Interest step
  - Conviction step, Desire step
  - Action step
- The magic of enthusiasm

Referral Sales
- Definition of word-of-mouth marketing
- The 4 rules of word-of-mouth
- The 3 reasons people talk about you

Human Relation Skills and Customer Service Excellence in Selling
- Building relationship
- Principles of good human behaviour
- 6 keys to customer service
- Attitudes in customer service

Managing Objections and Rejections
- Common objections encountered
- Solutions to objections

Be a Professional and Stay Above All Others
- Sell yourself
- 10 steps to professionalism
- 10 characteristics of a professional persuader

BENEFITS
At the end of the training, participants should be able to:
- Have a better understanding of the roles and functions of a sales personnel;
- Appreciate the reasons for buying your products and services;
- Sharpen the personal selling skills and techniques;
- Manage difficult customers and complaints; and
- Answer objections and manage rejections

THE FACILITATOR
Mr. Cheong Kwai Fong is a management trainer by profession. He obtained his Diploma in Management from the Malaysian Institute of Management (MIM) and graduated with a Master in Management Degree from the Asian Institute of Management (AIM), Philippines in 1983. In early 1995 he successfully completed and received the Certificate in the Teaching of English as a Second Language from the Language Teaching Institute, (RELC), Singapore. In 2004 he has been certified as an accredited administrator for the Myers Briggs Type Indicator (MBTI) programme. He also attended several short courses in the field of public speaking, personal development, management and motivation in Singapore, Japan and the United States of America.

His previous jobs include the various sales and marketing position. He has acquired more than twenty five years experience in sales and marketing in the automobile, property, trading and retailing industry. Over the last 25 years he has conducted several public and in-house programmes for many well-established and multinational companies

TARGET GROUP
Sales managers and executives, customer service representatives and employees who are in constant contact with customers.
ADMINISTRATIVE DETAILS

COURSE FEE  RM780 (FMM Member) / RM880 (Non-Member) per participant
(The fee includes luncheon, coffee/tea breaks and notes)

DRESS CODE  Office attire

REGISTRATION  Participation in the programme is based on a first-come-first-served
basis. Cheques made in favour of the “FMM Institute” should be forwarded
on or before programme date to the FMM Institute, Penang Branch, Bandar
Seberang Jaya. Participants who registered but did not attend, will be
billed accordingly.

CANCELLATION  There will be no refund for cancellation within 2 days prior to the
programme, 50% for cancellation between 3 – 6 days and full refund for
cancellation 7 days prior to the programme. Please inform in writing if you
intend to cancel. A replacement can be accepted at no additional cost.

DISCLAIMER  The FMM Institute reserves the right to change the facilitator, date and
to vary / cancel the programme should unavoidable circumstances
arise. All efforts will be taken to inform participants of the changes.
Upon sending the registration form, you are deemed to have read
and accepted the terms and conditions.

ENQUIRIES  Ms Nazliza/ Aidi
FMM Institute
No 2767, Mk 11, Lebuh Tenggiri 2, Bandar Seberang Jaya,
13700 Seberang Perai
Tel: 04-6302050/2  Fax: 04-6302054
E-mail: nazliza@fmm.org.my
Website: http://fmm-im.fmm.org.my  (Northern Branch)

CLOSING DATE  25 July 2012

Registration Form
ENHANCING SELLING SKILLS
1 – 2 August 2012, Wednesday-Thursday
9.00 am – 5.00 pm
Training Venue: FMM Institute, D’Piazza Mall, Bayan Baru

For further details contact Ms Nazliza/ Aidi
Tel : 04-6302050/2  Fax: 04-6302054  email: nazliza@fmm.org.my
FMM Institute Penang Branch

1. Name: ____________________________________________
   Designation : __________________________
   Email: __________________________________

2. Name: ____________________________________________
   Designation : __________________________
   Email: __________________________________

3. Name: ____________________________________________
   Designation : __________________________
   Email: __________________________________

Enclosed cheque / bank draft no.___________ for RM__________
being payment for ___________ participant(s) made in favour of “FMM
Institute”

Submitted by :
Name: ________________________________
Designation: __________________________
Company: ______________________________
Address: _______________________________
Tel : __________________________________
Fax: _________________________________
Email: _______________________________