



Remote Online Learning

Limited to 25 participants

Selling In Time of Crisis

Date: May 3-4, 2021

Time: 9:00am – 5:00pm

FACILITATOR

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.

This program accepts 25 participants only on a first come, first served basis.

Target Audience: For those who wants to stay relevant in business

Date May 3-4,2021 (Mon-Tue)
Time 9:00am-5:00pm
Duration 7 hours
Location Remote On-Line Learning
Platform TalentLMS and Zoom
Fees FMM Member : RM954.00/pax (Inclusive of 6% service tax)
Non-member : RM1113.00/pax (Inclusive of 6% service tax)
Contact Person Beatrice Olivia, Cecilia Pang, Farrez Teh
Tel 082-332784
Email beatrice@fmm.org.my



Overview	In the present environment, companies are faced with plenty of challenges which may even challenge their survival. Companies will need to innovate and find new ways to sell their products and services. As such, this program seeks to help companies and their staffs to be in tune with current changes, develop new strategies while enhancing the attitudes, skills and knowledge to be in tune with current crisis.
Objective	<ul style="list-style-type: none"> Identify current challenges and importance to change strategies Understand and meeting customers' current needs Build a great relationship with their customers Deal with current and future customers confidently Adapt to a changing environment and modify their strategies accordingly Close more sales!
Methodology	<ul style="list-style-type: none"> The slide presentation will be made by the facilitator supported by video streaming Interactive learning using Zoom platform Pre- course and post- course assignments
Course Contents	<ul style="list-style-type: none"> Module 1 : Introduction to the training program Module 2 : Understand customer's needs Module 3 : How to sell to your customers Module 4 : Your matching strategies Module 5 : Online marketing plan Module 6: Online sales planning Module 7 : Getting your customer interested and buy

REGISTRATION FORM
Selling In Time of Crisis
May 3-4, 2021 (Mon-Tue)
[Remote Online Learning]

The Manager
FMM Institute

Tel: 082-332784 Fax: 082-332785

Email: fmmsarawak@fmm.org.my

Dear Madam,

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

Please tick (✓) accordingly:

PSMB Scheme: SBL Non Contributor

Fees: FMM member RM954.00 / pax
(Inclusive of 6% Service Tax)

Non Member RM1113.00 / pax
(Inclusive of 6% Service Tax)

1. Name	Designation	E-mail
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Nationality	IC No.
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2. Name	Designation	E-mail
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Nationality	IC No.
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(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".

Technical Information

- After the program confirmed, participants will be **receiving the email containing a joining link of the on-line learning program.**
- Participant may join the presentation session **15 minutes before the starting time.**
- FMM Institute will **record the on-line learning** for future reference.
- **Please ensure each participant has access to a laptop or computer with working webcam and microphone or handphone with camera as well as a strong internet connection.**

Submitted by:

Name: _____

Designation: _____ E-mail: _____

Tel: _____ Fax: _____

Company: _____ FMM Membership No.: _____

Address: _____

My Corporate Identity No.: _____ Date: _____

*Completed registration form with cheque made in favour of FMM Institute should be forwarded to FMM Institute before **April 28, 2021** those who register but do not turn up for the programme will be billed accordingly. There will be no refund for 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 will be accepted at no additional cost. FMM Institute reserves the right to cancel or reschedule the programme and all efforts will be taken to inform participants of any changes.*