



SOCIAL MEDIA & SALES BOOST PROGRAM

February 17-18, 2025 (Monday-Tuesday) 8.45 am – 5.00 pm FMM Institute, Perak

In today's fast-paced digital landscape, social media has transformed from a platform for connection into a powerful tool for businesses to drive growth, build brand loyalty, and boost sales. However, leveraging its full potential requires more than just a presence—it demands strategy, creativity, and the ability to connect with the right audience.

The Social Media and Sales Boost Program is designed to empower professionals with the skills and strategies needed to maximize their social media efforts. Over the next two days, you'll dive into proven techniques for creating impactful content, engaging with your audience, and running effective ad campaigns to convert followers into loyal customers.

This program goes beyond theory, offering hands-on activities, real-world case studies, and actionable insights to help you create a winning social media strategy. Whether you're a business owner, marketer, or sales professional, this training will equip you to navigate the ever-evolving digital world and drive measurable results for your brand.

COURSE CONTENTS

Day 1: Foundations and Strategy

Module 1: Understanding the Social Media Landscape

- Overview of key platforms (Facebook, Instagram, LinkedIn, TikTok, X).
- Trends and opportunities in social media for sales.

Module 2: Target Audience and Buyer Personas

- Identifying target audiences.
- Developing buyer personas for precise targeting.

Module 3: Building a Social Media Sales Funnel

- Awareness, consideration, and conversion stages.
- Aligning content to the customer journey.

Module 4: Content Creation for Sales

- Crafting compelling posts: captions, visuals, and hashtags.
- Tools for designing eye-catching graphics and videos (e.g., Canva, CapCut).

Module 5: Effective Social Media Ads

- Basics of ad campaigns (Facebook, Instagram, LinkedIn Ads).
- Budgeting, targeting, and ad placement.
- Hands-On Activity: Create a mini ad campaign for a selected product or service.

Day 2: Advanced Sales Tactics and Implementation

Module 6: Sales Fundamentals

- The sales process: prospecting, qualifying, presenting, and closing.

- The importance of relationship-building in sales.

Module 7: Understanding Buyer Psychology

- Key principles of influence and persuasion (e.g., reciprocity, scarcity, social proof).
- Identifying and addressing customer pain points.

Module 8: Effective Communication in Sales

- Active listening and asking the right questions.
- Crafting a compelling value proposition.

Module 9: Sales Techniques and Closing Strategies

- Overcoming objections with confidence.
- 7 Closing techniques.

OBJECTIVES

At the end of the program, the participants will be able to:

- Equip participants with strategies to leverage social media for boosting sales.
- Provide hands-on experience in creating engaging content and managing sales campaigns.
- Enhance participants' understanding of analytics to measure performance and drive ROI.

WHO SHOULD ATTEND

- Sales and Marketing professionals
- Business owners
- Anyone who is keen on personal growth and professional development
- Anyone who wants to excel in sales and social media

TRAINING METHODOLOGY

- Full Immersion, experiential learning
- Presentation, group discussion, case studies, videos
- Practical examples, real-life experiences
- Activities, exercises & role-plays
- NLP techniques

TRAINER

MR GERALD LEE CHIH PING is an Author, an engaging International Speaker and a Certified Master Coach and Trainer who specialises in creating long-lasting Positive Impact in people's lives. In his role as a Certified Mentor at FutureLab Malaysia and Mentor Guru at PushFar UK, he has mentored students and jobseekers on career matters, as well as independent business owners and entrepreneurs on how to build their brands and scaling their businesses. He was featured on The Mindset Mentoring podcast with PushFar and was recently recognized as a Top 30 Mentor of 2022 in Southeast Asia by FutureLab.

MR GERALD is also an award-winning Sales Leader who has previously held senior leadership positions in reputable organizations such as Unilever Malaysia, Celcom Axiata, Ferrero Asia Limited, Munchy's, Etika Group, Red Bull and JobStreet.com, as well as pioneering an FMCG start-up. His expertise includes NLP Coaching, Leadership, Team Management, Sales & Business Development, Branding & Business Growth Strategies; Go-to-Market, Channel & Distribution Strategies and Traditional & Key Account Management. Mr Gerald holds a Business Degree from Universiti Putra Malaysia, NLP Master Coach and Trainer certifications from the American Board of NLP, therapist certifications from the American Board of Hypnotherapy and Time Line Therapy Association; and Accredited Trainer certification from HRD Corp Malaysia.

Closing Date: FEBRUARY 10, 2025

COURSE DETAILS

Date **February 17-18, 2025 (Monday-Tuesday)**
Time **8.45am - 5.00pm**
Venue **FMM Institute Perak**
No 1, Lorong Raja DiHilir, 30350 Ipoh, Perak
Medium of Instruction **English**
CPD **14 hours**
Fees **Members RM1,242.00/pax**
 Non-Members RM1,404.00/pax
(Fees inclusive of Service Tax at 8%, Notebook Facilities, Course Materials, Refreshment, Lunch and Certificate of Attendance)

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 **HRD Corp Claimable Course**, 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

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

(Please attach a separate list if space is insufficient)

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

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

Enquiries – please contact **Ms Vaani / Pn Eda / Ms Harvindar** ☎ (05) 548 8660 📠 (05) 548 8221 ✉ fmm_institute_perak@fmm.org.my