



**FMM Institute**

Co. No: 199901000527 (475427-W)  
Perak Branch



# SALES ENHANCEMENT & MARKETING FUNDAMENTALS

📅 **May 11-12, 2026 (Monday-Tuesday)**  
🕒 **8.45 am – 5.00 pm** 📍 **FMM Institute, Perak**

**Sales Enhancement and Marketing Fundamentals Program** is a practical two-day training designed to strengthen the core capabilities of sales teams in prospecting, positioning, and closing. This program focuses on sharpening the fundamentals that drive measurable growth; identifying the right prospects, understanding buyer psychology, communicating product value clearly, and executing structured closing strategies in today's competitive market environment.

Participants will gain practical tools to align sales conversations with modern marketing logic, improve lead qualification, handle objections confidently, and convert opportunities into revenue. Emphasis is placed on disciplined sales execution, strategic messaging, and measurable performance improvement that directly impacts pipeline strength and closing ratios.

## OBJECTIVES

By the end of this training, participants will be able to:

- Identify and prioritize high-potential prospects using structured prospecting methods.
- Apply effective lead qualification techniques to focus on viable opportunities.
- Position products and services based on customer needs and value perception.
- Differentiate offerings clearly against competitors in sales conversations.
- Craft persuasive sales messaging aligned with modern buyer behavior.
- Handle objections using structured response frameworks.
- Conduct confident and professional sales presentations.
- Apply closing techniques that increase conversion rates.
- Strengthen follow-up strategies to nurture and convert leads.
- Develop a structured personal sales action plan to improve measurable performance.

## TRAINER



**MS JENNIFER JEYASHRI ANTHONY ALEX**, known in the training industry as Jenny Shree Anthony, is a distinguished NLP Coach and HRD Corp Certified Trainer with over a decade of experience in language coaching. Currently pursuing her PhD in English Language Studies at the National University of Malaysia, she holds both a bachelor's and master's degree in literature in English from the same institution, achieved under full government scholarships.

**Ms Jennifer** expertise spans a wide array of training domains. She delivers NLP-based corporate training and coaching programs designed to unlock individual and team potential. Her training topics include communication skills, stress management, emotional intelligence, and goal setting. Her impactful sessions, such as "The Power of NLP in Persuasion and Influence" and "Aligning Personal and Team Goals for Better Collaboration," reflect her dedication to fostering meaningful growth.

**Ms Jennifer** engaging and adaptable training style has earned her recognition from top organizations, including Willowglen MSC Berhad and Petroseis Survey Sdn Bhd, where she has empowered engineers and technical staff to excel in their roles. Known for her approachable demeanour and results-driven strategies, Jenny continues to inspire clarity, confidence, and transformation. Whether coaching individuals or training teams, she is a trusted partner in the journey toward personal and professional excellence.

## COURSE CONTENTS

### DAY 1: PROSPECTING, POSITIONING AND STRATEGIC SALES CONVERSATIONS

#### Introduction & Ice Breaking

- Welcome & Objectives
- Trainer's introduction and brief background.
- Overview of the training objectives, agenda and expected outcomes.
- Brief discussion: What is the difference between sales and marketing?

#### Module 1: Prospecting Strategy and Lead Qualification Fundamentals

- The Modern Sales Reality
- Defining the Ideal Customer Profile
- Structured Prospecting Methods
- Lead Qualification Framework
- Prioritizing Sales Effort

#### Module 2: Product Positioning and Value Communication

- Moving from Features to Value
- Understanding Customer Pain Points
- Differentiation in Competitive Markets
- Structuring a Clear Sales Message
- Adapting Message to Different Buyer Types

#### Module 3: Strategic Sales Conversations and Objection Handling

- Structuring a Productive Sales Conversation
- Asking High-Impact Sales Questions
- Active Listening and Response Control
- Understanding Common Objections
- Structured Objection Handling
- Moving Toward the Next Step

#### Module 4: Sales Presentation Skills and Influencing the Buying Decision

- Structuring a Persuasive Sales Presentation
- Keeping It Clear and Concise
- Adjusting Presentation to Audience
- Delivery Skills that Influence Decisions
- Securing Commitment at the End

### DAY 2: OBJECTION HANDLING, CLOSING TECHNIQUES AND CONVERSION ACCELERATION

#### Module 5: Closing Techniques and Conversion Acceleration

- Understanding Why Deals Stall
- Recognizing Buying Signals
- Structured Closing Techniques
- Creating Urgency Without Manipulation
- Handling Last-Minute Resistance

#### Module 6: Follow-Up Strategy and Pipeline Management Discipline

- Why Follow-Up Determines Revenue
- Structuring Effective Follow-Up
- Timing and Frequency
- Managing a Sales Pipeline
- Reviving Stalled Opportunities

#### Module 7: Sales Performance Tracking and Personal Sales Growth Plan

- Moving from Activity to Performance
- Understanding Key Sales Metrics
- Identifying Personal Sales Gaps
- Building a Personal Sales Improvement Plan
- Accountability and Consistency

#### Module 8: Final Sales Simulation and Action Commitment

- Integrating the Full Sales Process
- Sales Simulation Scenario
- Evaluation Criteria
- Personal Commitment Declaration

#### Recap Day 1 & 2

- Personal Leadership Pledge
  - Participants reflect and write (or say) their answers to:
    - One mindset I will shift moving forward
    - One behaviour I will start or stop for my team
    - One communication habit I'll help introduce or reinforce
- Live Q&A & Trainer Coaching

## WHO SHOULD ATTEND

Whether you are an aspiring marketing professional, a seasoned sales executive, a business owner, or anyone looking to enhance understanding of the sales and marketing landscape, this program is tailored to meet your needs. The content is scalable, ensuring relevance for participants with varying levels of experience and diverse industry backgrounds.

## TRAINING METHODOLOGY

Hands-on, interactive, real-world practice scenarios.

**Closing Date:**  
**MAY 4, 2026**

## COURSE DETAILS

Date **May 11-12, 2026 (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 & Self-Sponsored – RM1,134.00/pax**  
 **Non-Members – RM1,296.00/pax**  
*(Fees inclusive of Service Tax at 8%, 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**
- FMM Institute TIN No. **C10626805080**

### 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 ~

# SALES ENHANCEMENT & MARKETING FUNDAMENTALS

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

*(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		