

REGISTRATION FORM

Sales Follow Up And Communication Skills

Monday - Tuesday * June 8 - 9, 2026 * FMM Institute Malacca

FMM Institute Malacca (475427-W)
D3-4, Plaza Jayamuda,
Jalan Pelanduk Putih, 75300 Melaka
TIN Number : C10626805080
SST Number : W10-1901-32000105

Please register the following participant(s) for the above programme:

1 Name _____ Designation _____

Nationality _____ IC No. _____

2 Name _____ Designation _____

Nationality _____ IC No. _____

(If space is insufficient please attach separate list)

Please Tick (✓) if your company

will be claiming under SBL-Khas Scheme

will not be claiming under SBL-Khas Scheme

vegetarian _____ pax

Enclosed cheque/bank draft No _____ for RM _____

being payment for _____ participant(s) made in favour of the

“FMM Institute”

Submitted by

Name _____

Designation _____

Company _____

Address _____

FMM Membership No. _____ PSMB MyCodeID No. _____

Telephone _____ Fax _____ Date _____

E-mail Address _____



Sales Follow Up And Communication Skills

June 8 - 9, 2026

SBL-KHAS SCHEME



FMM Institute Malacca Branch

Centre for Professional Development

Contents

Part 1 : What Is Sales And The Importance Of Sales Follow-Up

- Sales defined : Qualitative vs. Quantitative product and services
- Identify factors that might frustrate your prospect
- SALES follow up – the sales process of contacting prospect to ultimately closing the deals

Part 2 : Understanding “Prospect” Buyers’ behaviours

- Three simple factors that consumer interested in
 - Why you sell
 - What you sell
 - How it works
- Consumer pays for values

Part 3 : Building A Follow Up System

- Organise the sales leads
- Develop a follow up schedule time to get better results
- Keep constant in touch the current and past leads
- Records and evaluate the results
- Follow up with leads that stuck in the sales pipeline

Part 4 : Creating Engaging Follow Up Contents

- Keep the line of communication open
- Open and closed questions / messages the effective approach

Part 5 : Communicate To Different “Prospect” Customer’s Age Generations

- Identify different “age generation” : communicating style
- Apply the Gen X and millennials style of communicating

Benefits

At the end of the programme participants will be able to:-

- a. The sales follow up skills
- b. The effective choice of media and communication skills in sales follow ups in accordance with the prospect “age generations” baby boom generation, Gen. X., Z. millennial
- c. The effective communication skills to the prospect.
- d. The skill in spacing each of the follow ups
- e. The skills of communicating to create an impact
- f. The skills of developing Sales follow ups strategies

Trainer

MR TEE TUAN CHUAR has 18 years of training and consultancy experiences. He is qualified as a HRDC approved trainer. Mr Tee been trained in ICOP Compliance And Road Safety – Latihan Keselamatan ICOP organized by Johor Tracking Association in collaboration with SPAD and PUSPAKOM and undertakes to train transport operations’ compliances on ICOP which is subjected to audit by SPAD. He also undertake Grid and In Base certificate programmes such as LEAN Manufacturing and the module of Supply Chain Management In Production Planning Control. He soft skills training included trained in Forklift Safety handling, 6S Consultants for MNC, Warehouse, Inventory, INCOTERMS, Financial Management / Accounting / Costing And Procurement In Negotiations Skills.

Who Should Attend

Business Development, Sales professionals, Sales support team, Customer service professionals

Administrative Details

Date : June 8 - 9, 2026 (Mon - Tues)

Time : 9.00am - 5.00pm

Venue : FMM Institute Malacca
D3-4 Plaza Jayamuda
Jalan Pelanduk Putih
75300 Melaka

Fees (Inclusive of SST) :

FMM members **RM864** per participant

Others **RM972** per participant
(Fees include course materials, lunch and refreshments)

Registration forms must be completed and returned to FMM Institute Malacca Branch by **May 29, 2026**. No refund for cancellation within 2 working days, 50% refund for cancellation between 3 - 6 working days and full refund for cancellation 7 working days prior to the programme. **CANCELLATION MUST BE IN WRITING TO FMM INSTITUTE MALACCA BRANCH.** Replacements will be accepted at no additional cost. FMM Institute Malacca Branch reserves the right to cancel or reschedule the programme. All efforts will be taken to inform participants of any changes. **However, if the company failed to obtain grant approval or in the event there is no disbursement from HRDCORP under any circumstances to us, then the company will have to make full payment to FMM Institute Malacca Branch.**

For enquiries, please contact:

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FMM Institute Malacca Branch

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