



Be A Sales Professional

OBJECTIVES

- Understand current and future market trends and how it can affect sales
- Understand and meeting customers' needs as the foundation of successful selling
- Build a better relationship with customers

COURSE CONTENT

- The Mindset of a Sales Professional
- Personality Profiling
- Sales Planning and Monitoring
- The Selling System
- Presenting Your Products and Services
- Handling Objections

ADMINISTRATIVE DETAILS

Date : May 6-7, 2026
Time : 9.00am – 5.00pm
Venue : Level 2, FMM Selangor & Kuala Lumpur Branch, No 8A, Jalan Pensyarah U1/28, Hicom Glenmarie Industrial Park, 40150 Shah Alam, Selangor.

Fees: FMM Members – RM 1,350.00 per participant
Non-Members – RM 1,566.00 per participant
(inclusive of 8% service tax)
(Fees include course materials, Meals and Certificate of Attendance)

**10%
DISCOUNT**

Get **10% DISCOUNT** if you send 3 or more participants for the same programme!

TRAINER PROFILE

Mr Phang Wai Kheong has accumulated 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 (FMCG) division. His experience include being in charge of the sales operation for Tan Chong Apparels, responsible in managing the sales advisors that are located in the outlets in achieving the overall sales target, marketing and promotions in a very competitive apparel market. He was also attached to Texchem Consumers, and was in charge of the sales and marketing of the Fumakilla and Shaldan Air Freshener range of products, two of the company's most important brands. This includes conducting market studies, develop marketing programs and service key accounts like Makro (now Tesco Extra), Carrefour (now Aeon Big), Jusco (now Aeon) and Giant. He was also an Advisor for a MLM company, helping and advising the top management on strategic planning, implementation and evaluation of business development and marketing programs. As a result of his involvement, the company was awarded the 'Enterprise 50'. Having to train and motivate his team members to achieve sales targets, Phang has developed a strong passion for training. As such, he became a full time trainer 18 years ago. His strength includes his ability to relate the conceptual theory into practical handson in real life situation application and combination of activities and learning intervention.

WHO SHOULD ATTEND

Those who are in the selling profession

For further inquiries please contact:

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Visit us at: www.fmm.edu.my / www.fmm.org.my

REGISTRATION FORM

Be A Sales Professional

May 6 & 7, 2026 (Wednesday - Thursday)

FMM SELANGOR & KUALA LUMPUR BRANCH

FMM Institute Selangor (SST No: W10-1901-32000105 | COID: (475427W_SELANGOR)
Email: siti_nazihah@fmm.org.my/ azrini@fmm.org.my
Tel: 03-5569 2950/4471/4171

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

1. Name	Designation	Email
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Nationality	IC/Passport No.
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2. Name	Designation	Email
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Nationality	IC / Passport No.
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(If space is insufficient, please attach a separate list)

Disclaimer

Registration is on a first-come first-served basis. All cancellations must be made in writing. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 7 – 14 working days before the start of the programme is subject to a cancellation fee of 50% of the programme fees. Cancellation received 6 working days and below before the start of the programme is subject to a cancellation fee of 100% of the programme fees. If the participant fails to attend the programme or less than 75% attendance, the full programme fees are payable. However, replacement can be accepted at no additional cost. The FMM Institute reserves the right to change the speaker, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes.

We hereby confirm that (Please tick accordingly):

- We will be claiming from HRD Corp and full payment would be made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances.
- We will NOT BE CLAIMING from HRD Corp. Payment will be made to account payee FMM Institute by cheque or bank transfer to Maybank Account No 5-62106-64719-2

Submitted by:

Name:	Designation:
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Email:	Company:
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FMM Membership No. :	My Corporate Identity No.:
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Company Address:

Tel No.:	Fax No.:	Date:
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