

# SALES NEGOTIATION AND LEADERSHIP MASTERCLASS

11th - 12th March 2024

15th - 16th July 2024

Kuala Lumpur (In Person) / Online Training

## Major Benefits of Attending

By attending this executive training, you will know how to:

- **Sell** using a structured framework and have the right mentality to maximise your conversion
- **Focus** on the customer's needs and pitch your sale from the most efficient angle to get maximum results
- **Phrase** your sentences efficiently when selling a product or an idea
- **Handle** objections professionally & effectively
- **Acquire** knowledge on transforming oneself as a leader
- **Sequence** your statements efficiently to get maximum effect
- **Motivate** individuals, reduce apathy and increase their confidence in themselves to achieve more than ever before
- **Deliver** your potentially negative message and get a good response
- **Use** a simple technique to reinforce behaviour of team members

## Course Methodology

Client has the option to choose to participate either below method.

**Online Course :** This course will be conducted via Zoom.

**Marriot Group Hotel:** This course will be conducted at the hotel with the trainer on site. Participants will need to bring their own laptop. Lunch/Dinner and 2 networking breaks will also be provided.

## Methodology:

Lecture, Individual & Group Activity, Feedback Sessions, Discussions, Demonstration, Business Games, Role Plays.

The workshop is very interactive developed with a 20/80 approach; 20% lecture, 80% practical accompanied by a training manual individually customized for each programme

## Why you should attend

During the 2-day workshop, you will learn about different aspects of sales, become familiar with traditional and more modern approaches and learn how to use psychology to obtain optimum results. This workshop will also help participants master the necessary leadership skills and become a truly effective leader.

## Who Should Attend

- Sales Managers
- Sales Engineers
- Marketing Managers
- Team Leaders

Organized by:



FDB EVENTS PTE LTD (SINGAPORE)  
FDB SYNERGY SDN BHD (MALAYSIA)

For more details, contact [hello@fdb.sg](mailto:hello@fdb.sg)

HRDcorp Registered

