



SELLING MADE SIMPLE: JUMP START YOUR SALES SUCCESS



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Course Title: Selling Made Simple: Jump Start Your Sales Success Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with simple, practical and easy-to-apply sales techniques designed to kick-start sales performance quickly and effectively. It focuses on building confidence, understanding customer needs, delivering clear value messages, managing objections and closing sales professionally. Through hands-on activities, role-play and real sales examples, participants will gain the skills and mindset needed to start selling confidently and achieve early sales success.

OBJECTIVE(S):

- Strengthen basic yet powerful selling techniques.
- Build confidence when approaching and engaging customers.
- Understand customer needs and buying motivations.
- Present products and services simply and effectively.
- Handle objections with clarity and confidence.
- Apply straightforward closing techniques.
- Develop positive sales habits and a proactive mindset.
- Jump-start sales performance with immediate techniques.

TARGET GROUP(S):

- New or beginner salespersons
- Sales promoters and retail staff
- Customer service personnel transitioning into sales
- Junior sales executives
- Anyone needing fast and simple sales skills

ENTRY REQUIREMENT(S):

- Able to read, write and communicate verbally in Malay/English

TOPIC(S):

1. Introduction to Simple and Effective Selling
2. Understanding Customer Behaviour and Buying Needs
3. Approaching Customers with Confidence
4. Simple Communication Skills for Effective Selling
5. Presenting Products Clearly and Creating Value
6. Handling Objections in a Simple and Professional Way
7. Easy-to-Use Closing Techniques
8. Developing Daily Sales Habits for Fast Results

LIST OF REFERENCE BOOK(S):

- Basic selling technique guides
- Customer behaviour and retail sales references
- Communication and persuasion materials

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories
- Flip chart with accessories
- Sales scripts and practice worksheets

METHODOLOGY(S):

- Lecture
- Case studies
- Group discussions
- Role-play
- Practical sales exercises

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 10:15 am	Topic 1: Simple & Effective Selling Concepts
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 2: Customer Behaviour and Buying Needs
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 3: Approaching Customers with Confidence
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 4: Simple Communication Skills for Selling

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 10:15 am	Topic 5: Clear and Value-Based Product Presentation
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 6: Simple Ways to Handle Objections
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 7: Easy Closing Techniques for Beginners
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 8: Building Daily Sales Habits for Success