



PROFESSIONAL SELLING TECHNIQUES AND AFTER SALES SERVICE TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

Course Title: Professional Selling Techniques and After Sales Service Training

Course Validity: 1 Day

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training equips participants with essential skills in professional selling techniques and delivering effective after-sales service. It introduces strategies to improve customer engagement, communicate value, manage objections and close sales confidently. Participants will also learn how to build long-term customer relationships through strong after-sales follow-up, service excellence and problem-resolution skills that strengthen customer satisfaction and business growth.

OBJECTIVE(S):

- Understand key principles of professional selling
- Learn techniques for engaging customers and identifying needs
- Strengthen skills in presenting solutions and communicating value
- Improve methods for handling objections and closing sales
- Understand the importance of after-sales service in customer retention
- Enhance capabilities in follow-up, problem resolution and service recovery
- Support consistent customer experience and brand reputation
- Foster long-term customer relationships through service excellenc

TARGET GROUP(S):

- Sales executives & sales representatives
- Customer service teams & after-sales personnel
- Marketing, retail & business development staff
- Organisations seeking to strengthen sales performance

ENTRY REQUIREMENT(S):

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

TOPIC(S):

1. Introduction to Professional Selling Techniques
2. Understanding Customer Needs & Buying Behaviour
3. Communication, Value Proposition & Presentation Skills
4. Handling Objections & Closing Techniques
5. After-Sales Service Fundamentals & Customer Support
6. Managing Customer Feedback & Service Recovery
7. Building Long-Term Customer Relationships
8. Developing Personal Sales Improvement Plans

LIST OF REFERENCE BOOK(S):

- Professional Selling & Customer Relationship Guidelines
- Customer Service & Complaint Management References
- Sales Techniques & Communication Skills Manuals

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 and sales simulation
- Hands-on exercises and practice scenarios

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 9:45 am	Topic 1: Professional Selling Techniques Overview
9:45 am – 10:30 am	Topic 2: Understanding Customer Needs & Behaviour
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 11:30 am	Topic 3: Communication & Value Presentation Skills
11:30 am – 12:30 pm	Topic 4: Handling Objections & Closing Techniques
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Topic 5: After-Sales Service & Customer Support
2:30 pm – 3:30 pm	Topic 6: Customer Feedback & Service Recovery
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Group Exercise: Sales Role-Play & Service Scenarios / Final Review

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