



## **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:** 2 Days

**Validity:** Not Applicable

**HRD Corp Scheme:** Claimable

## **INTRODUCTION**

This training provides participants with practical selling techniques and customer service skills to strengthen the entire sales cycle from prospecting to after-sales support. It focuses on understanding customer needs, presenting value, managing objections, closing effectively and maintaining long-term customer relationships through professional follow-up. Through hands-on practice, role-play and real sales scenarios, participants will develop the confidence and strategies needed to deliver excellent sales performance and high-quality after-sales service.

## **OBJECTIVE(S):**

- Strengthen professional selling skills and confidence.
- Understand customer needs and buying motivations.
- Present solutions clearly and persuasively.
- Apply structured approaches for handling objections.
- Improve closing success using proven techniques.
- Provide professional after-sales service and follow-up.
- Build trust and long-term customer relationships.
- Enhance customer satisfaction and loyalty.

**TARGET GROUP(S):**

- Sales representatives
- Sales executives and promoters
- Customer service personnel supporting sales
- Frontline and retail staff
- Anyone involved in selling or after-sales support

**ENTRY REQUIREMENT(S):**

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

**TOPIC(S):**

1. Introduction to Professional Selling
2. Understanding Customer Needs and Buying Behaviour
3. Prospecting, Approaching and Initial Engagement
4. Communication Skills for Persuasive Selling
5. Presenting Value and Building Customer Confidence
6. Handling Objections Effectively
7. Closing Techniques and Gaining Commitment
8. After Sales Service, Follow-Up and Customer Retention

**LIST OF REFERENCE BOOK(S):**

- Professional selling and sales strategy references
- Customer service and relationship-building guides
- 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 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 – 10:15 am	Topic 1: Fundamentals of Professional Selling
10:15 am – 10:30 am	<b>Morning Tea Break</b>
10:30 am – 12:30 pm	Topic 2: Customer Needs and Buying Behaviour
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 3:30 pm	Topic 3: Prospecting and Approaching Customers
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Topic 4: Communication Skills for Persuasive 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: Presenting Value to Customers
10:15 am – 10:30 am	<b>Morning Tea Break</b>
10:30 am – 12:30 pm	Topic 6: Handling Objections Professionally
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 3:30 pm	Topic 7: Closing Sales Successfully
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Topic 8: After Sales Service and Customer Retention