



## **SALES FOR WINNER (BEGINNER SALESPERSON) 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:** Sales for Winner (Beginner Salesperson) Training

**Course Validity:** 2 Days

**Validity:** Not Applicable

**HRD Corp Scheme:** Claimable

## **INTRODUCTION**

This training provides participants with practical sales techniques and fundamental communication skills to help beginner salespersons build confidence and perform effectively. It focuses on understanding customer needs, creating value, presenting solutions clearly, managing objections and closing sales professionally. Through hands-on practice, role-play and real business scenarios, participants will develop the mindset, discipline and essential skills needed to succeed in sales.

## **OBJECTIVE(S):**

- Strengthen fundamental selling skills for beginners.
- Build confidence when approaching and engaging customers.
- Understand customer needs and buying behaviour.
- Present products and services clearly and persuasively.
- Handle objections with professionalism and confidence.
- Improve negotiation and closing skills.
- Apply effective communication throughout the sales process.
- Develop a winner's mindset, discipline and motivation.

**TARGET GROUP(S):**

- New salespersons
- Sales assistants and sales promoters
- Junior sales executives
- Customer service or frontline staff transitioning to sales
- Anyone beginning a career in sales

**ENTRY REQUIREMENT(S):**

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

**TOPIC(S):**

1. Introduction to Sales and the Role of a Winner Salesperson
2. Understanding Customer Behaviour and Buying Motivation
3. Prospecting and Approaching Customers Confidently
4. Communication Skills for Persuasive Selling
5. Product Knowledge and Value-Based Selling
6. Handling Objections Professionally
7. Closing Techniques for Beginner Salespersons
8. Building Discipline, Motivation and Sales Habits

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

- Sales fundamentals and selling strategy guides
- Customer behaviour and communication references
- Motivation and personal development 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 simulation
- 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: Sales Fundamentals and Mindset
10:15 am – 10:30 am	<b>Morning Tea Break</b>
10:30 am – 12:30 pm	Topic 2: Customer Behaviour and Buying Motivation
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 3:30 pm	Topic 3: Prospecting and Approaching Techniques
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Topic 4: Persuasive Communication Skills

## 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: Product Knowledge and Value-Based Selling
10:15 am – 10:30 am	<b>Morning Tea Break</b>
10:30 am – 12:30 pm	Topic 6: Handling Objections with Confidence
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 3:30 pm	Topic 7: Basic Closing Techniques
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Topic 8: Building Discipline and Daily Sales Habits