



London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 22 February 2026 To 26 February 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

The "Sales Fundamentals and Techniques" course is designed to equip participants with the essential skills and strategies necessary to excel in the dynamic field of sales. This comprehensive program will cover the core concepts of sales, from understanding customer needs to closing deals effectively. Participants will gain hands-on experience and practical knowledge through interactive sessions, case studies, and role-playing exercises.

Objectives

- Understand the sales process and its components.
- Learn effective communication and negotiation skills.
- Identify customer needs and tailor solutions accordingly.
- Develop strategies to overcome objections and close deals.
- Build lasting customer relationships to foster repeat business.

Course Outlines

Day 1: Introduction to Sales

- Overview of the Sales Landscape
- Understanding the Sales Process
- The Role of a Sales Professional
- Key Characteristics of Successful Salespeople
- Setting Personal and Professional Sales Goals

Day 2: Communication Skills in Sales

- Active Listening Techniques
- Crafting Effective Sales Pitches
- Verbal and Non-Verbal Communication
- Building Rapport with Customers
- Handling Difficult Conversations

Day 3: Understanding Customer Needs

- Conducting Customer Research
- Identifying Pain Points and Opportunities
- Customizing Solutions for Different Customers
- Value Proposition and Unique Selling Points
- Building Trust and Credibility

Day 4: Overcoming Objections and Closing Sales

- Types of Sales Objections
- Strategies for Overcoming Objections
- Recognizing Buying Signals
- Closing Techniques and Strategies
- Negotiation Skills for Successful Closures

Day 5: Building Relationships and Follow-up

- Importance of Relationship Building in Sales
- Customer Retention Strategies
- Effective Follow-up Techniques
- Leveraging CRM Systems
- Continuous Improvement and Sales Excellence