



# COMPREHENSIVE SALES PROFESSIONAL: STRATEGIC COMMUNICATION & NEGOTIATION MASTERY

**20<sup>th</sup> & 21<sup>st</sup> AUGUST 2025 MEF ACADEMY, PJ**

*Successful sales professionals must go beyond product knowledge and develop strategic communication and negotiation skills that inspire trust, influence decision-making, and drive result. This transformative program is designed to empower customer-facing professionals and sales leaders with the mindset, tools, and techniques needed to communicate persuasively, handle objections confidently, and negotiate win-win outcomes.*

*Through practical frameworks and real-world scenarios, participants will learn how to build meaningful customer relationships, respond effectively to changing market demands, and close deals with greater precision and professionalism.*

**RM 2,000.00\***

Inclusive of SST per participant  
HRDF Claimable  
Payable to MEF Academy Sdn. Bhd.

## Who Should Attend

- Sales professionals and account managers
- Business development and marketing executives
- Customer-facing professionals across industries
- Team leaders and managers
- Anyone involved in pitching, closing deals or handling objections

## Learning Outcomes

- Apply strategic thinking to identify growth opportunities, expand the customer base, and foster long-term business relationships.
- Anticipate and adapt to evolving customer behaviors and shifting market trends with agility.
- Communicate with clarity and confidence using proven techniques that attract, engage, and convert prospects through value-driven messaging.
- Navigate complex sales conversations and negotiations with professionalism, leading to mutually beneficial outcomes.
- Build trust and credibility through consultative selling and effective objection handling.

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**For more information, please contact:**

## Course Structure

### Day 1

Enhancing Sales Communication & Building Foundations for Negotiation

#### Module 1

Setting the Stage for Communication Excellence & Mastering AAGR

9.00  
–  
10.45

- Power of Effective Sales Communication
- Understanding the Customer Journey
- Customer Lifecycle Advantage: Mastering AAGR

Tea Break (10.45 – 11.00)

#### Module 2

Strategic Planning & Goal Setting with WOOP for Communication

11.00 –  
12.30

- Anticipating communication obstacles and planning strategies
- Integrating WOOP into pre-call planning
- Activity: Planning a communication task using WOOP

Lunch Break (12.30 – 13.30)

#### Module 3

The Foundation of Persuasion: Identifying Customer Needs & Pain Points

13.30 –  
14.30

- The importance of understanding “Why”
- Active Listening Techniques and Asking Powerful Questions
- Recognizing and Articulating Customer Pain Points

#### Module 4

Mastering Effective Communication & Handling Initial Resistance (ACAC)

14.30 –  
15.45

- Introduction to the ACAC Model
- Applying ACAC in various communication channels
- ACAC Model practice responses to resistance

Tea Break (15.45 – 16.00)

#### Module 5

Building & Setting the Stage for Negotiation

16.00 –  
17.00

- Reframing Objections as Opportunities
- Providing Evidence and Benefits
- Finding Common Ground

### Day 2

Mastering Business Negotiation Skills

#### Module 6

Mastering the Negotiation Landscape: The 6 Stages of Negotiation

9.00  
–  
10.30

- Exploration of 6 Stages Negotiation Process
- Applying the WOOP Framework to the planning stage of negotiation
- Activity: Case Study

Tea Break (10.30 – 10.45)

#### Module 7

Leveraging AAGR Insights for Negotiation Strategies

10.45  
–  
12.30

- Customer Interaction Cycle & its relevance to negotiation
- Mapping negotiation within AAGR lifecycle stages
- Activity: Negotiation statement on retention & advocacy

Lunch Break (12.30 – 13.30)

#### Module 8

Handling Objections with Confidence & Skill

13.30  
–  
15.30

- Role Play: Common negotiation objections
- Negotiation activity with key learnings: Providing opportunities for practice and application
- Activity: Practicing handling objections in negotiation

Tea Break (15.30 – 15.45)

#### Module 8

Handling Objections with Confidence & Skill (continues)

15.45 –  
16.45

- Role play and group work on negotiation objections

#### Wrap up & Discussion

16.45  
–  
17.00

- Action planning and Feedback

## Trainer Profile



Mohammad Zahidi Bin Abdul Rahman is a Sales Trainer and Advisor with over 35 years of sales experience. His career includes regional sales operations and Head Office Sales Management at Nestle, a leading global FMCG company.

He possesses a wealth of experience in sales management, sales operations, sales strategy, customer care and channel sales development, including distributor management. Zahidi specializes in sales advisory, sales training and sales people development, focusing on fundamental of sales, sales leadership and business development.



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