



COMPREHENSIVE SALES PROFESSIONAL : STRATEGIC COMMUNICATION & NEGOTIATION MASTERY

24th & 25th JUNE 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.

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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.

For more information, please contact:



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03-7498 7242 / 016 - 254 1844

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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Role play and group work on negotiation objections
Wrap up & Discussion	16.45 – 17.00	<ul style="list-style-type: none"> 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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