



MAGNETIC MARKETING & RELENTLESS SALES

9 - 10 MARCH 2026 | 9.00AM - 5.00PM
| MEFA TRAINING CENTER, PJ

Course Overview

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.

Course Registration :



<https://forms.office.com/r/YtvLwVrSPZ>

Who Should Attend

- Sales 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

Participants will be able to :

- Identify growth opportunities and build long-term customer relationships
- Adapt to changing customer behaviours and market trends
- Communicate confidently using value-driven sales techniques
- Handle complex sales conversations, negotiations, and objections professionally

RM2,000*

(Price Inclusive of 8% SST)

HRDC Claimable*



adminmefa@mef.org.my



03-7498 7242 / 016 - 254 1844



Course Structure

Time	Agenda
DAY 1 - Enhancing Sales Communication & Building Foundations for Negotiation	
9.00am - 10.45am	Module 1: Setting the Stage for Communication Excellence & Mastering AAGR
10:45am - 11:00am	Tea Break
11:00am - 12.30pm	Module 2: Strategic Planning & Goal Setting with WOOP for Communication
12.30pm - 1.30pm	Lunch Break
1.30pm - 2.30pm	Module 3: The Foundation of Persuasion: Identifying Customer Needs & Pain Points
2.30pm - 3.45pm	Module 4: Mastering Effective Communication & Handling Initial Resistance (ACAC)
3.45pm - 4.00pm	Coffee Break
4.00pm - 5:00pm	Module 5: Building & Setting the Stage for Negotiation
DAY 2 - Mastering Business Negotiation Skills	
9.00am - 10.30am	Module 6: Mastering the Negotiation Landscape: The 6 Stages of Negotiation
10.30am - 10.45am	Tea Break
10.45am - 12.30pm	Module 7: Leveraging AAGR Insights for Negotiation Strategies
12.30pm - 1.30pm	Lunch Break
1.30pm - 3.30pm	Module 8: Handling Objections with Confidence & Skill
3.30pm - 3.45pm	Coffee Break
3.45pm - 4.45pm	Module 8: Role-Play & Group Work Handling Objections with Confidence & Skill
4.45pm - 5:00pm	Wrap Up & Discussion

Trainer Profile



**MOHAMMAD ZAHIDI
BIN ABDUL RAHMAN**

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.

Expert Sales Training (FMCG Focus): Crafting and delivering dynamic workshops focused on advanced sales techniques and proven methodologies, tailored specifically for the Fast Moving Consumer Goods (FMCG) sector.



adminmefa@mef.org.my



03-7498 7242 / 016 - 254 1844