HRDC CLAIMABLE | ISO 29993 CERTIFIED Learning Service Provider

Trusted by Government, GLCs & Corporate Organisations



STRATEGIC SELLING WITH AI

Sell Smarter. Build Stronger Relationships.
Win More Business.

REGISTER 2, SECOND SEAT AT 50% OFF

Bring a colleague and maximise your team's learning and impact.

Limited time offer. Secure your places early!

WHAT YOU WILL GAIN

- Identify and Prioritise High-Value Opportunities
- Personalize Engagement with Customers
- Improve Efficiency in Sales Processes
- Strengthen Decision-Making with Data

WHY THIS PROGRAMME MATTERS TODAY

In today's sales environment, buyers are more informed, expectations are higher, and response speed matters more than ever. AI can help sales professionals research prospects, personalise outreach, prepare stronger proposals, and make better decisions, but only when used strategically.

This 2-day programme equips participants with practical AI-powered selling techniques to improve prospecting, customer insight, sales communication, objection handling, and deal conversion while maintaining authentic human relationships.

WHO SHOULD ATTEND

- Sales executives and account managers
- Business development professionals
- Sales managers and team leaders
- Customer-facing professionals involved in client engagement
- Entrepreneurs and business owners looking to improve sales productivity with AI

DATE
2–3 November, 2026
(2 Days)

TIME
8.30 am - 5.00 pm

VENUE
Kuching

FEE PER PAX
Normal Rate (NR) **RM 2,580**
Couple Rate **RM 3,870** For 2 participants

*An additional 8% SST will apply.

MEET OUR TRAINER



MR. GERALD LEE

He is an award-winning Sales Leader, Certified Master Coach, and International Speaker with over 25 years of experience across FMCG, telecommunications, technology, and start-up industries. He specialises in sales leadership, business development, channel management, and growth strategies, with extensive experience in leading high-performing teams and driving business growth across regional markets.

LIMITED SEATS. REGISTER NOW!

Scan QR code or contact us for registration.

WHY TRAIN WITH MRS?

HRDC Claimable & ISO Certified | Corporate & Government Trusted | Practical & Business-focused | Industry-Expert Trainers

PROGRAMME OUTLINE

01 **THE FUTURE OF SALES**
Explore changing buyer behaviour, the shift towards value-based selling, and where AI fits within the modern sales process.

02 **AI MINDSET FOR SALES PROFESSIONALS**
Develop the right mindset to leverage AI as a sales support tool while strengthening human connection and communication.

03 **AI FOR PROSPECTING & LEAD GENERATION**
Learn how AI can support customer research, identify quality leads, and improve personalised outreach efforts.

04 **AI FOR CUSTOMER INSIGHTS & NEEDS ANALYSIS**
Use AI tools to better understand customer needs, buying signals, and prepare for more effective sales conversations.

05 **AI IN SALES COMMUNICATION**
Enhance sales emails, proposals, and storytelling techniques using AI-assisted communication tools.

06 **AI FOR SOLUTION SELLING & VALUE CREATION**
Apply AI to create stronger value propositions and deliver more customer-focused sales solutions.

07 **AI FOR OBJECTION HANDLING & NEGOTIATION**
Strengthen objection handling and negotiation strategies using AI insights while balancing human emotional intelligence.

REGISTERED HRD CORP TRAINING PROVIDER

LEARNING SERVICE PROVIDER
SIRIM
CERTIFIED TO ISO 29993:2017
CERT. NO.: 00103

PROGRAMME DETAILS

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Early Bird Rate applies for registrations confirmed 30 days before the program date.

**An additional 8% SST will apply*

WHAT THIS FEE INCLUDES

- Full training program as stated
- Participant materials and learning resources
- Practical templates, tools, or checklists
- Certificate of completion
- 2 Tea Breaks & Lunch each day
- HRDCorp claimable documentation support
- Guided action planning for workplace application

HRDC CLAIMABLE COURSE

HRD CORP CLAIMABLE

We are HRDCORP registered training provider.

This course is 100% claimable. Subject to employer eligibility and HRDCorp approval.

LIMITED SEATS. REGISTER NOW!

‹ Scan QR code ›

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