



**2-DAY TRAINING ON  
PROFESSIONAL SELLING TECHNIQUES  
& AFTER SALES SERVICE**



**23 & 24 OCTOBER 2007  
CITITEL MID VALLEY, KUALA LUMPUR**

**REHDA Member Rate @ RM700.00 per person for 2-day training  
Non REHDA Member Rate @ RM900.00 per person for 2-day training**

- Training Modules**
- Understanding the Market Environment
  - Building Blocks of First Impressions – Handling Phone Enquiries, at Show Units & Selling at Exhibitions
  - The C.A.P.T.U.R.E. Process of Selling
  - Development of Selling Tools
  - Selling Sustainable Competitive Advantages
  - Excellent After-Sales Services

**“SELLING IS HELPING CUSTOMERS BUY”**

- Possess the right selling attitude?
- Understand what your customers want?
- Possess the right selling tools and techniques?

**LEARN MORE & SIGN UP NOW!!!**

**TRAINER PROFILE: BENJAMIN DAVIDSON**

A Consultant of BP Davidson Consulting Group, **BENJAMIN DAVIDSON** specializes in frontline revenue areas of Strategy, Marketing, Sales and Customer Service. Benjamin has and is consulting and training clients from the real estate, banking, manufacturing & trading, services industries, to name a few.

**TESTIMONIALS FROM PAST PARTICIPANTS!!**

*“Interesting and informative”*

*“Clear and accurate explanation”*

*“Systematic presentation, varying presentation with exercises”*

*“Experienced trainer puts depth into the topic”*

*“Experienced trainer and able to emphasize on actual sales situations”*

*“Interesting, catchy and able to sustain audience’s attention”*

*“Would recommend company to send other staff”*

*“Relevant and comprehensive”*

*“Well versed in various industries, able to present opinions constructively”*

\* Group discount of 10% for three participants and more  
\* For detailed information, please visit our website  
<http://institute.rehda.com>

Kindly direct all Enquiries / Registration to  
**Ms Ong Hui Tse / Cik Nurul Nabilah** at  
tel : 03-7803 2978;  
fax : 03-7803 5285 or 03-7805 1206

Name : 1) \_\_\_\_\_ 2) \_\_\_\_\_  
*(Please attach additional participant names on a separate sheet)*

Contact person : \_\_\_\_\_

Company : \_\_\_\_\_

Address : \_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_

**Note : No cancellations will be entertained upon confirmed registration. A substitute participant may be arranged in the event of any registered participants being unable to attend.**

**CLOSING DATE FOR REGISTRATION 19 OCTOBER 2007**

**METHODS OF PAYMENT**

- Bank into the account of **REHDA Institute : 3134791907, Public Bank**. Kindly fax us your bank in slip to **03 78035285**
- CHEQUE** made payable to **REHDA Institute to 2C, Jalan SS5D/6, Kelana Jaya, 47301 Petaling Jaya, Selangor**