

主办单位 **Organiser :**

吉隆坡暨雪兰莪中华总商会（隆雪中总）
The Chinese Chamber of Commerce and
Industry of Kuala Lumpur and Selangor (KLSCCCI)

PSMB SBL
Claimable

“顾客的消费心理”培训课程

Training Course on “Customers Buying Psychology”

日期 Date : 2016 年 3 月 23 日 (星期三) 23rd March 2016 (Wednesday)
 时间 Time : 9.00 a.m. – 5.00 p.m.
 地点 Venue : 中华总商会大厦 1 楼研讨室 1st Floor, Wisma Chinese Chamber
 媒介语 Medium : 英语 English
 主讲人 Trainer : 郭致闻讲师 Mr. CB Chooi

暂定节目表 Tentative Programme

8.30 a.m.	参加者报到及茶点 Registration & Refreshment
9.00 a.m.	培训课程开始 Training Course Commence
	Module 1: The reasons why a customer buys
	- Myths about selling - Why people buy?
	4 types of customers behavior
12.30 p.m.	午餐 Lunch
1.30 p.m.	继续 Resume
	Module 2: 10 powerful body language tips
	- Communication Theory at work - How to build rapport
3.30 p.m.	茶点 Refreshment
	Module 3: How to turn a "No" to a "Yes"
	- What is a belief? - Sleigh of Mouth
5.00 p.m.	结束 End of Programme

<<<<<<<<报名表 Registration Form>>>>>>>>

公司名称 Company Name : _____
地址 Address : _____

会员编号 KLSCCCI's Membership No. :

电话 Tel (Office) : _____ 传真 Fax : _____

电邮 E-mail : _____

参加者姓名与职称 : (i)
Name & Designation

: (ii)

$$: (\text{iii})$$

人力资源发展基金注册号码 (如有):
Registration No. of PSMB (If any)

请传真表格及汇款单至 [户口名称 A/C Name : KLSCCCI] :

Kindly fax /email the duly completed form and bank in slip to :

KLSCCCI, 7th Floor, Wisma Chinese Chamber, 258, Jalan Ampang, 50450 Kuala Lumpur.

Tel : 03-4253 2135 ; Fax : 03-4253 2524 / 0; Email: inquiry@chinesechamber.org.my

户口号码 **Account Number** : 马来亚银行 **Maybank** 0140-1133-0950