



Gaining Wallet Share in Today's Market

What makes your client tick? Call it business development, marketing or sales; a key business strategy is relationship building. In a recession, one of the most valuable tools your employees should be equipped with is the ability to forge and strengthen customer relationships. Companies focused on growing and training their sales and support teams will help them tune-in to how a client thinks and feels before making the right pitch.

Programme participants of the upcoming June intake of *Gaining Wallet Share in Bull and Bear Markets* will be picking up such solutions-based selling and communication skills essential to a successful relationship manager. This is just one of a host of new training programmes that companies can tap on at the Marketing Institute of Singapore (MIS).

MIS launched their 2009 Executive Development Programmes aiming to help companies make the right management and marketing moves, and targeted to help companies raise the level of their game in times of uncertainty.

"We are focused on providing the market with relevant programmes that are practical and high value-add," said Mr Jeffrey Gomez, Director of Executive Development & Membership Services at MIS. "MIS is constantly engaging in dialogues with the government, industry practitioners and human resource professionals to identify market demand and trends. Our programmes are also refreshed regularly to meet the needs of companies in Singapore and the region."

After the festive season in December and January, Mr Gomez has seen a rise in corporate enquiries and activities, a good sign that companies are getting back on the training track, encouraged by the Singapore government's aggressive stance on training and development. "There has been a spike in skill-based and executive training because of government incentives and increased awareness of the benefits of human capital development."

PRACTICAL TRAINING

As the National Body for Sales and Marketing, MIS offers a broad range of public, in-house and customised programmes. The array of

programmes offered cuts across the various disciplines, from service excellence, leadership, personal effectiveness to communications. With customised programmes, MIS helps companies identify gaps in their training and recommend relevant programmes to maximise ROI on human capital investments. Some of the new programmes include:

- Building and Sustaining an Effective Sales Funnel
- Producing Coaching and Mentoring Masters
- Measuring your Marketing ROI
- Transforming your Business into a Brand
- Optimising your Client-Agency Relationship
- Getting the Best from your Marketing Communications Agencies
- Helping Managers get the Right Message Across

"Our participants are able to take the skills they learn, and apply them immediately to their daily work," emphasised Mr Gomez on the practicality of their programmes. "We also exercise a high level of quality control in the trainers we use. We have a KPI (key performance indicator) for trainers, and programmes where participants' feedback are lower than our 80 percentile requirement, are investigated and corrective actions taken immediately."

In addition to their full-time trainers, MIS links with associate trainers in the industry to provide practical and customised trainings. These trainers are former senior executive level managers and directors in their respective industries, with valuable experiences to share with the participants. Mr Gomez reiterated, "Our programmes are tailored for practitioners by highly accomplished practitioners".

NEW HOME

MIS Executive Development and Membership Services will be moving to new premises this year. Look out for the special coverage in the next issue of **humanCapital**. 

For more information of MIS' programmes, go to www.mis.org.sg/seminars