

Marketing Institute of Singapore launches **ASIA'S FIRST CERTIFIED SALES PROGRAMMES FOR SALES MANAGERS AND PROFESSIONALS**

In Collaboration with Sandler Training,
the World's Leading Sales Training Institute



The Marketing Institute of Singapore is proud to present Asia's first certified sales programmes for sales managers and professionals in collaboration with JR Global Training Pte Ltd, the authorised licensee in Singapore of Sandler Training.

Titled the "Certified Sales Manager Programme" and "Certified Sales Professional Programme", these intensive training courses are specially designed for sales managers to effectively and systematically manage their sales team, and sales professionals who are serious about improving their sales skills and advancing their professional selling career.

Providing participants with not only a vehicle to acquire knowledge and alter beliefs, these programmes will also include practice and skill checks to allow them to rehearse the elements of the Sandler Management System and Sandler Selling System week in and week out. The Sandler Training method, developed by the Sandler Systems, Inc, the world's leading sales training institute, uses adult learning models to ensure that competencies are taught and understood by each of the participants.

"Salespeople are the cornerstone of most businesses and the significance of their role has become even more critical with the highly competitive landscape we operate in today. Thus, as the National Body for Sales and Marketing, the Marketing Institute of Singapore has come up with these training programmes together with Sandler Training to certify sales managers and professionals with a mark of excellence that they can bring with them wherever they go. The first in the region, this certification will recognise the sales professionals with the sort of prestige that that has so far been eluding the profession," commented Mr Jeffrey Gomez, Director of Membership and Executive Development Services at the Marketing Institute of Singapore.



“Sandler Training offers an innovative range of sales development skills, with a system that’s been proven to work in many cultures and situations. The Sandler Training methodology has been adopted by some of the most successful companies in the world,” says Raymond McConnell, Managing Director of JR Global Training Pte Ltd. “We are excited about the partnership with the Marketing Institute of Singapore, which will bring together the National Body for Sales and Marketing and the world’s leading provider of sales and management training.”

To meet the time demands of busy professionals, each session of both these programmes is designed to be a modular mini-course which participants can enter and exit training at any time instead of waiting months for the next session to start.

ASIA’S FIRST CERTIFIED SALES PROGRAMME

by the World’s No. 1 Sales Training Institute and the National Body for Sales & Marketing

Certified Sales Professional Programme

Learn how to:

- ☞ Identify your Prospect’s “PAIN”
 - ☞ Uncover your Prospect’s Budget
 - ☞ Identify your Prospect’s Decision Making Process
- ...and much more!

Certified Sales Manager Programme

Learn how to:

- ☞ Recruit, Hire & Understand your People
 - ☞ Stage Effective Sales Meetings
 - ☞ Improve your Sales Team Performance
- ...and much more!

Duration: 13 modules, 3 hours per module, once a week

Visit www.mis.org.sg/seminars,
email: seminars@mis.org.sg or
call **63277586/583/582** to register now!

Executive Development Programmes 2009

Think. Learn. Be. Beyond the Norm

Enjoy **5% GROUP DISCOUNT** when you register 3 or more participants

SALES

✓ Mastering Telesales*	Oct 19 & 20
✓ Effective Selling Skills for Maximum Results*	Oct 5 & 6
✓ Managing The Sales Force for Effective Results*	Oct 19 & 20
✓ Advanced Consultative Selling Skills*	Oct 22 & 23
✓ Key Account Selling & Management*	Sep 3 & 4
✓ Enterprise Selling Strategy	Oct 12 & 13
✓ Successful Channel Management*	Sep 17 & 18
✓ Succeeding in Trade Account Relationships (STAR)	Sep 16
✓ Sponsorship Selling - <i>How to Pitch and Win The Deal</i>	Oct 30
✓ Gaining Wallet Share in Bull and Bear Markets	Sep 7 & 8

MARKETING

✓ Marketing Fundamentals*	Oct 5 & 6
✓ Developing A Strategic Marketing Plan*	Sep 7 & 8
✓ Effective Marketing Strategies	Oct 7 & 8
✓ Services Marketing – Winning Customers in Competitive Markets*	Sep 14 & 15
✓ Strategic Marketing Management*	Oct 15 & 16
✓ Maximise Your Marketing Communications*	Sep 29 & 30
✓ Optimising Client-Agency Relationship	Oct 19 & 20
✓ Getting the Best Out of Your Marcom Agencies	Sep 16
✓ Digital Marketing Bootcamp*	Sep 11
✓ Developing Digital Media Strategies*	Sep 24 & 25
✓ Experiential Marketing*	Oct 22 & 23
✓ Trade Show Marketing	Oct 8 & 9
✓ Financial Justification for Sales & Marketing Initiatives*	Oct 8 & 9

SERVICE EXCELLENCE

✓ Managing Difficult Customers*	Oct 12
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COMMUNICATIONS

✓ Copywriting for Marketing Materials*	Sep 10 & 11
✓ Mastering Web Copy*	Oct 1 & 2
✓ Writing for Publications	Sep 2
✓ Effective Presentation Skills*	Oct 8 & 9
✓ Business Networking Mastery	Oct 12
✓ Helping Managers Get The Right Message Across*	Oct 15 & 16
✓ Motivating Communication for Managers	Sep 16
✓ Improvisation for Team-Building	Sep 3
✓ Understanding & Applying EQ At The Workplace	Oct 7
✓ Managing Media Relations	Oct 1 & 2
✓ Pitch For A Good Story In The Media	Sep 14

EVENT MANAGEMENT

✓ Mastering Events Marketing Essentials to Enhance Your Marketing Mix	Sep 1 & 2
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BUSINESS MANAGEMENT

✓ Finance for Non-Finance Professionals*	Oct 29 & 30
✓ Business Risks Management*	Sep 17 & 18
✓ Planning & Managing Projects	Sep 2-4

LEADERSHIP

✓ Producing Coaching & Mentoring Masters*	Sep 7 & 8
✓ Assertiveness Skills for Managers	Sep 9 & 10

PERSONAL EFFECTIVENESS

✓ Effective Problem-Solving & Decision-Making*	Oct 13
✓ Creativity at Work*	Sep 11

For detailed outline of courses or to register, log on www.mis.org.sg/seminars
Courses can be custom-designed to meet your unique training needs.

*Approved for SDF funding (all companies) *Approved for SDF funding (SMEs only)



**The National Body
for Sales and
Marketing**

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