



MARKETING
INSTITUTE OF
SINGAPORE

SALES

4-hr Cold Calling Clinic

Why You Should Attend This Course:

Finding customers and talking with the right decision-makers will determine the sales, profits and survival for you and your company. This intensive Cold Calling Clinic will show you how to find more customers in less time with less expense.

Learning Outcome:

- Differentiate yourself from your competition in 15 seconds
- Create your customised script and practice in a safe environment
- Find customers as you eliminate suspects
- How to get past gatekeepers and reach decision makers
- How to deal with "Can you send me some marketing literature?"
- Stop getting stuck in voice mail and have live conversations instead
- Find out why your voice mail messages are not returned
- Learn to close the sale or close the file

Who Can Benefit?

This powerful Cold Calling Clinic is for salespeople, managers and business owners who are tired of looking, sounding and selling like their competitors.

Trainer's Profile:

Jensen Koo is a Master Trainer with the Singapore office of Sandler Training®, a leading provider of a comprehensive set of sales, management, leadership, coaching and related training programs. Sandler Training® believes producing lasting change in people only comes about through ongoing reinforcement. It works closely with its clients to customise training solutions that meet their specific needs.

Jensen has extensive real world sales experience that spans over fourteen years. He started out his career as an investment banker on Wall Street, but was drawn into the technology world during the dotcom boom in the late 90's. His work experience includes both start-ups and multi-nationals. Some of the companies where he has held sales positions include Oracle, Peoplesoft, Amdocs, OILspace and Objective Corporation. He has achieved sales excellence and qualified for President's Club every year since 2000 as both an individual contributor and sales manager.

Jensen has a Bachelor of Arts (Hons) from Flinders University of South Australia, and an MBA from the Australian Graduate School of Management. He was also sponsored by PeopleSoft into the Program for Management Development at Harvard Business School in 2001.

Raymond McConnell is the Co-Founder and Managing Director of Sandler Training Singapore. He has a double Master's Degree – one from Princeton University (MPP) and the other from University of Maryland (MA). In addition, he is a graduate of The Harvard Business School (Advanced Management Program), is board certified in "Developing Normative Cultures," "Educating Multiple Intelligences" and holds certification in "Leadership Best Practices" and "Strategic Negotiations" from Harvard Business School.

An accomplished speaker and trainer, McConnell has given many talks to industry associations, chambers of commerce and corporations. He has worked with MNC's, SME's and Government Organisations in Asia, Europe and North America in the areas of Sales and Leadership. He also has several years of experience as a Senior Creative Sales Executive on Madison Avenue in New York City. His duties consisted of developing television commercials for Fortune 500 companies and producing them for national network television. He generated revenues in excess of USD 50M from clients such as Coca-Cola, Burger King and Ford Motors.

Date:
19 Apr 2012
21 Jun 2012

Course Fees:
S\$250.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

4-hr Cold Calling Clinic

19 Apr 2012

S\$250 (subject to 7% GST)

21 Jun 2012

Includes refreshments

(2.00pm to 6.00pm)

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)			
<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg

Website: www.mis.org.sg/seminars

Tel: 6327 7586 / 583 / 582

Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre Singapore 079904