



MARKETING  
INSTITUTE OF  
SINGAPORE

BUSINESS MANAGEMENT WORKFORCE  
SKILLS QUALIFICATIONS (WSQ)

**Date:**  
9–10 Apr 2012  
19–20 Jun 2012

**Course Fee:**  
**S\$800.00**

For Course Enquiries

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

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6327 9741

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

# Developing Strategic Sales & Marketing Plans for Domestic Markets

## Why You Should Attend This Course:

Why is it that even in volatile markets, such as the food and beverage (F&B) industry, a few start-ups grow from strength to strength – like Bread Talk and Ya Kun – while the majority flounder and die?

The key to success is to know who your customers are and develop strategies to meet their needs and wants. The problem is that while some needs and wants remain constant, others change. In addition, new customers arrive on the scene and, if there are enough of them, you may want to know what attracts them to your business and how to keep them coming.

You will also need to monitor what other parties that can affect your business are doing e.g. changes to government policies, competitors' activities as well as how the actions of your suppliers, distributors and partners will affect your business. This course will show you how to develop strategies that will match your strengths so that your business will continue to grow whatever challenges arise in the domestic market.

**Developing Strategic Sales & Marketing Plans for Domestic Markets** is a national competency unit from the Business Management (BM) Workforce Skills Qualifications (WSQ). It is suitable for any Level 5 executive, manager and director who hold responsibilities for improving the effectiveness of domestic sales and marketing operations.

## Learning Outcomes:

Upon completion, participants will be equipped with the knowledge and skills to help them develop a systematic method to approach the various steps in developing operational plans for domestic sales and marketing activities. Competency elements covered in this unit includes:

- Review sales and marketing performance through key performance metrics
- Identify and scope sales and marketing opportunities within the domestic market
- Design and establish sales and marketing operational plans aligned to organisational strategies and objectives
- Monitor and review sales and marketing operational plans to identify potential refinements

## Course Outline:

### Introduction and Overview

- Course objectives and components
- Assessment requirements

### Review sales and marketing performance through key performance metrics

- Understanding sales and marketing performance
- Developing sales and marketing objectives
- Analysis of performance metrics

### Identify and scope sales and marketing opportunities within the domestic market

- Identify and scope sales and marketing opportunities
- Evaluate market trends and areas for potential business opportunities
- Develop business case for pursuance of sales and marketing opportunities
- External Review – Opportunities & Threats
- Internal Analysis – Strengths & Weaknesses

### Design and establish sales and marketing operational plans aligned to organisational strategies and objectives

- Impact of social and cultural factors on domestic marketing strategies
- Internal and external factors that affect an organisation's competitiveness
- Analysing relevant factors and developing appropriate strategies when designing operational plans
- Conduct market research to improve organisation's competitive positioning

### Monitor and review sales and marketing operational plans to identify potential refinements

- Review data on key performance indicators for sales and marketing plans
- Evaluate achievement of key performance indicators vis-à-vis set targets
- Monitoring and reviewing performance to enhance sales and marketing plans



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## Who Can Benefit?

Marketing & Sales Directors and Managers of both large companies, medium and small companies with responsibility for improving the effectiveness of the domestic sales organisation. The course will also be suitable for founders of small and medium enterprises (SMEs) who want to raise the professionalism of their marketing operations.

## Learning Methodology

Participants will be assessed after they have been taught a particular competency through written assessments and oral interviews. A Competent or Not Yet Competent assessment will be given at the end of each competency unit to confirm if participants have acquired the skills and knowledge of the subject.

## Certification

Upon successful completion, participants will receive a Statement of Attainment (SOA) in BM WSQ Developing Strategic Sales & Marketing Plans for Domestic Markets.

## Course Fee Support

SDF & Absentee Payroll +	SDF	Absentee Payroll
WSQ Certifiable Courses for PMET level	50% of course fee capped at \$15/hr	80% of hourly basic salary capped at \$4.50/hr

  

Workforce Training Support (WTS) ^	SDF	Absentee Payroll
Earning \$1,400 and below per month	95%	95%
Earning between \$1,401 to \$1,700 per month	90%	90%

+ For employer-sponsored Singaporeans and PRs only.

^ For employer-sponsored Singaporeans aged 35 years old & above. A copy of WTS / WIS notification letter and NRIC is to be submitted at point of registration.

## Course Duration

2 Days (18 hour 5 min)

Day 1 – 8:30am–6:30pm

Day 2 – 8:30am–6:35pm

This course will be conducted by subject matter experts who are fully ACTA certified by WDA.

## WSQ Level Guide:

WSQ Level	Typical Responsibilities	Job Roles
6	Directs business strategies and endorses policies and plans	Chief Executive Officer, Chief Finance Officer, Chief Communications Officer, Chief Operating Officer, Chief Audit Executive
5	Provides input to and coordinates with leaders at Level 6, develops business strategies and plans, reviews and evaluates plans	Finance Division Head, Human Resource Director, Marketing Director, Project Sponsor, Vice President, Licensing Head
4	Implements and monitors organisational programmes and recommends solutions	Sales Manager, Finance Manager, Project Manager, Assistant Manager, Relationship Manager, Programme Manager, Research & Development Engineer
3	Executes plans, policies and procedures, applies knowledge of concepts and provides feedback	Finance Executive, Analyst, Associate, Project Lead, Project Executive, Team Leads, Junior Relationship Manager, Patent Engineer, IP Administrative Officer

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

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

### Developing Strategic Sales & Marketing Plans for Domestic Markets

9–10 Apr 2012    19–20 Jun 2012   (8.30am to 6.30pm)

S\$800 (subject to 7% GST)

Includes lunch & refreshments

**\*Approved for SDF funding and Absentee Payroll**

Please indicate if you wish to apply    Yes    No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
<p>How did you know about this course? (You may tick more than one)</p> <p> <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): _____         </p>			

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://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](mailto: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](http://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](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

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