



MARKETING
INSTITUTE OF
SINGAPORE

MARKETING

Date:

1–2 Feb 2012
29–30 May 2012

Course Fees:

S\$780.00

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

Effective Trade Marketing

Why You Should Attend This Course:

If you want to build a “point in difference” in how you present your products and services to this dynamic and challenging marketplace, you must attend this course to gain valuable insights and processes that will keep you one step ahead of your competitors.

Learning Outcome:

- Have a greater appreciation and understanding of how you can more effectively market your products and services within various trade channels
- Better execute sales/marketing activities to maximise returns on investment
- Clearly define the difference between consumer needs and customer needs to heighten purchase decisions
- Develop powerful communication tools to support trade initiatives
- Achieve higher levels of customer commitment for your sales/marketing initiatives
- Follow a simple yet effective process to align your strategies to those of your target customers

Course Outline:

This course will cover:

- **Knowledge, Trends & Insights**
Understand how to develop insights and knowledge that will help you understand the impact of changes and future direction within the market.
- **Category, Consumer & Customer... The Brand Relationship**
In this session you will look at how the customer, consumer and company view and position your brand. What does this mean to your business and how you can maximise your opportunities within the new channels.
- **Developing Effective Channel Strategies**
Learn how to develop effective channel strategies and gain distribution in multiple channels effectively. Included in this module will be a variety of case studies.
- **Double Vision**
In this session you will look at how to influence your customers in the various trade channels. Understanding why customers say no and how to handle objections in a positive way resulting in a favourable outcome.
- **Selling, Negotiating & Influencing**
Understand the planning process and what is required to successfully influence your customers and your consumers within the various trade channels.
- **Putting into practice a structured selling format that works**
Understand a five-step structure that will engage, influence and encourage customer input into reaching agreement. This structure will encourage your use of double vision and your brand's relationship to the customer needs.
- **Executional Excellence**
Learn how to ensure that agreed plans are delivered at point of purchase within the market place. Understanding the difference between an objective, a strategy and a plan will help you to agree upon, who does what, by when and where, so that both customer and consumer can access your products or services.

Who Can Benefit?

General Managers – Sales & Marketing, Sales Directors/Managers, Trade Marketing Directors/Managers, Trade Operations Managers, Channel Development Managers, Channel Marketing Managers, National Sales Managers, Customer Marketing Managers, Category Development Managers and Key Account Managers.

Trainer's Profile:

Graham Carter is currently Director of Consulting for Skill Enhancement Training in Australia & Singapore. Graham has been in the FMCG industry for over 25 years and has worked in various trade channels. He has an extensive background in working with major international companies such as Nestle, BP, L'Oreal, Goodyear, Fosters Group Australia, KFC Pizza Hut, Universal Pictures, Dairy Farm International and the Marketing Institute of Singapore. In these roles he was responsible for the business development, strategy, account management and execution of all agreed activities within the various markets and trade channels.

Graham has facilitated training and learning solutions to major distributors and wholesalers across south-east Asia including EAC (Taiwan, Hong Kong, Malaysia & Thailand), DKSH (Singapore, Malaysia, Thailand & Vietnam), ACE Canning, Malaysia, Lamsoon Singapore, Hong Kong and PT Sukanda Djaya Indonesia.

Graham has successfully managed businesses dealing with Tesco, Carrefour, NTUC, Cold Storage, 7 Eleven, Guardian Pharmacy, Watsons and many other major retailers across Asia-Pacific.

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!

Effective Trade Marketing <input type="checkbox"/> 1–2 Feb 2012 <input type="checkbox"/> 29–30 May 2012 (9.00am to 5.00pm) S\$780 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
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

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