



MARKETING
INSTITUTE OF
SINGAPORE

SALES

Essential Selling Skills for Non-Sales Professionals

Why You Should Attend This Course:

In the fast changing environment of today, success belongs to highly motivated, responsible and clearly focused individuals with the right Sales Knowledge, Attitude, Skills and Habits. Every individual when given the opportunity to nurture their talent with the right strategies and skills will contribute to sales performance and growth of the organisation in an effective and positive manner. This course is designed to help participants with no sales experience to develop their personal sales potential and achieve their sales goals and targets.

Learning Outcome:

- Understand Challenges to Sales Performance and Growth
- Identify Critical Factors for Sales Success-Recognise and Avoid Psychological Performance Traps
- Acquire Sales Communication Techniques to Influence Customers
- Synchronise Sales Tactics and Techniques with Customers Buying Style
- Utilise the Newly Acquired Strategies and Skills in Actual Sales Situations

Course Outline:

Day 1

- Mindset & Characteristics of Professional Salespeople
- Sales Skills Critical for Sales Performance and Success
- Factors Affecting Sales Performance
- Creating First Impressions With Customers
- Effective Sales Communication Skills
- The Sales Communication Process
- Making Effective Sales Calls-Cold calls, Follow-up and Service Calls
- Understanding Different Customers Buying Behaviour and Styles

Day 2

- Compelling Sales Presentation Techniques
- Building Rapport and Relationship to Close Sales
- Managing Customer Expectations and Sales Objections
- Techniques to Asking the Right Questions to Influence Customers
- Influencing Buying Behaviour
- Vital Factors for Closing Sales
- Choosing the Right Closing Approach
- Effective Sales Closing Techniques

Trainer's Profile:

Master Facilitator and Distinguished Toastmaster, **Stanis Benjamin** is a motivational humorist and an accomplished speaker, consultant and trainer in the fields of business presentation skills, sales, communication, customer service, leadership and strategies for personal success.

As a coach, consultant and keynote speaker, he has addressed many companies and institutions and has helped senior executives, high-achieving professionals and beginners to reach higher levels of performance.

He was one of The Top 10 agents for sales and has achieved the Marathon Life Award, International Quality Award, Million Dollar Club Award as well as the Prestigious Million Dollar Round Table (MDRT) and Superstar Sales Awards. He has more than 20 years of Sales experience starting as an agent and has led a successful sales team as a District Manager.

Stanis is a thought leader on how to create and sustain high performance. He combines theory with management practices to develop action-oriented techniques for building winning teams. He has been invited as an expert to speak on the topics "Behavior Focused Communication and Humor in Presentations" and has presented on Positive Business Minutes for News Radio 93.8.

He has gained excellent reputation for his work with human resource and training departments of numerous organisations to design and develop Sales, Personal Effectiveness, Leadership and Communication training programmes. Stanis brings with him over 15 years of training and coaching experience and is accredited as an Executive Leadership facilitator.

Date:

5-6 Jan 2012

23-24 Apr 2012

Course Fees:

S\$680.00

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!

Essential Selling Skills for Non-Sales Professionals

5-6 Jan 2012 23-24 Apr 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 Yes 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

Email: seminars@mis.org.sg
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Tel: 6327 7586 / 583 / 582
Fax: 6327 9741

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Singapore 079904