



MARKETING  
INSTITUTE OF  
SINGAPORE

SALES

# Generating Sales Leads for Maximum Customer Acquisition

## Why You Should Attend This Course:

Too many businesses waste internal resources and end up with many unqualified leads. In fact, the businesses can boost lead generation effectiveness from multiple sources of promotion channels like ads, PR, direct mail and many others. With the right mix of promotion channels, you can help your business reach many more sales leads for new sales opportunities. You can make a difference to increase the businesses' sales pipeline through kick starting a sales lead generation strategy in a competitive marketplace.

This course includes mini-lectures, group discussion and sharing in real-life cases to explore and discover the gaps of promotion channels in generating sales leads. It holds your hands through the journey of sales leads planning from generation to close.

## Learning Outcome:

- Understand sales leads planning, segment targeting and response management
- Increase sales leads by understanding promotional channels and its applications
- Create multiple sources of leads through promotion channels as contact points
- Optimise multiple promotional options for attracting qualifying leads
- Adopt sales leads support activities to capture responses and convert into revenues
- Communicate and reach sales leads through engagement and relationship-building
- Recognise lead acquisition costs and return of investment
- Measure, manage and celebrate lead effectiveness

## Benefits:

- Acquire knowledge and know-how in sales leads planning, development, and nurturing from generation to close
- Increased market awareness from promotion channels
- Reduced cost-per-lead, pay-per-click by increasing number of leads
- Increased source of new sales leads and new business enquiries
- Enhanced sales force performance by qualifying early stage prospects
- Focus time and sales efforts on qualifying leads with best returns

## Course Outline:

### Sales Leads Planning

- Understand sales leads planning, segment targeting and response management
- Review the results and gaps in past lead generation efforts
- Better qualifying leads for increased sales value
- Engage leads and gain better insight of them
- Lead development for capturing many more customers
- Prioritise and manage leads with cost effectiveness and better returns

### Promotion Channels and Sales Leads

- Understand types of promotion channels and its applications
- Review contributions of past promotion channels in generating sales leads
- Increase leads by optimising multiple promotion channels
- Mix and match promotion channels for reaching and attracting leads

### Sales Leads Support Activities

- First to reach sales leads responses to increase conversion rate
- Engage leads and present a compelling offer before other competitors
- Follow up activities to engage and build relationship with the leads

Date:  
**7–8 Feb 2012**  
**15–16 May 2012**

Course Fees:  
**S\$680.00**

MIS MEMBER:  
**20% OFF**

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)

Tel:  
6327 7586 / 583/ 582

Fax:  
6327 9741

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



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# Generating Sales Leads for Maximum Customer Acquisition

## Sales Leads Communication and Measurement

- Communicate to gain sales lead acquisition based on their needs
- Nurture sales leads through engagement and delivery of on-going relevant information
- Communicate to overcome common objections of sales leads
- Track sales leads from generation to close
- Measure sales leads against sales results using key metrics for ROI maximisation

## Who Can Benefit?

Sales managers, key account managers, sales personnel, C-level executives, marketing officers and company owners.

## Trainer's Profile:

**Cecilia Sim** is highly enthusiastic and motivated in facilitating participants to uncover and develop their personal and professional potentials. She includes gap analysis training methodology and walks the participants through self-discovery process to review past and existing workplace experiences, highlight necessary changes and revitalise next action steps for personal development and better results.

Cecilia is a bilingual facilitator who conducts programs according to learners and organisational background, needs and requirements. She has strong people skills and cross-border experiences to work with participants across different industries and cultures in the region. Her 20 years of extensive industry experiences came from her previous roles as Trainer/Facilitator, Sales Consultant, Assistant Director, and General Managers in various industries ranging from information technology, education, membership and management consulting. Her past corporate sales and marketing experiences include sales support for information systems, promotion of high profile memberships for MNC, SMEs and startup in many fields. She was responsible for portfolio repositioning, change management, sales results and performance of her team and organisation in her previous positions.

Her key competencies include corporate training, course development, and management consultancy services in the areas of sales and marketing, communication, customer services, supervisory management and mentoring.

Among many others, Cecilia's corporate clients include Ascendas Services Pte Ltd, Chemipac Marketing Services, Koda Ltd, ComfortDelGro Rent-A-Car Pte Ltd, Premier Rent a car, Diethelm Singapore Pte Ltd, Nike, Inc, MTU Asia, Kennametal Pte Ltd, American Express Singapore, Sime Darby Singapore Ltd, Spa Esprit, Applied Materials, SL Global Pte Ltd, Yung Wah Ind Co (Pte) Ltd, YHI Corp (Singapore) Pte Ltd, Chubb Singapore Pte Ltd, City Development Limited, Goodwood Park Hotel, York Hotel, PSC Group Limited, Singapore Food Industries Ltd, People's Association, WDA, Ministry of Education, Ministry of Defense, Singapore Police Force, People's Association, SAFRA. Her participants include organisations from Indonesia, Malaysia, Thailand, Vietnam, India, Pakistan, Australia, China and Hong Kong.

She holds a Master of Business Administration from University of Adelaide, Australia, Bachelor of Business Administration (Honor, major in Management Information System) from Northeastern University, Boston, USA. She also holds an Advanced Certificate in Training and Assessment (ACTA), WSQ. She is also a certified trainer for Service Professional (CSP) and GEMS.

# 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!

### Generating Sales Leads for Maximum Customer Acquisition

7-8 Feb 2012     15-16 May 2012    (9.00am to 5.00pm)  
**S\$680 (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](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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