



MARKETING
INSTITUTE OF
SINGAPORE

SALES

Mastering Professional Image & Customer Communications for Sales Success

Why You Should Attend This Course:

Customers today in the globalised world are highly sophisticated, savvy and discerning. They demand more than value, yet value the intangible aspects of service – first impressions, rapport-building, trust, and more importantly, understanding their unique needs and issues. As sales or frontline professionals interacting with customers, whether for the first time or repeated sales situations, you need to distinguish yourself from the competition with a professional corporate image, an intelligent service mindset, advanced communication skills and the ability to build customer loyalty at every service interaction.

Learning Outcome:

This course focuses on key aspects of the sales and customer relationship-building processes in face-to-face interactions. Participants will learn to improve and maintain a professional corporate image when meeting and interacting with customers. Through personalised assessments and feedback, participants will gain awareness of specific areas where they should improve their image and appearance. In this highly competitive market, it is also important to build customer loyalty through a credible and reliable service mindset. Participants will therefore learn and apply a systematic yet flexible approach to assess customer's issues, empathise with their concerns, and sell to target those needs and concerns. Through interactive activities and reflective exercises, participants will also improve their ability to handle situations when they have to say "no" to customer's requests by using powerful techniques of empathy, assurance and positive language.

Course Outline:

Day 1

Establishing Positive Impressions to Gain Customer's Trust

- The importance of the first impression and corporate image
- Creating a positive first impression to establish trust
- Greeting and addressing the customer professionally
- Introducing yourself with confidence and clarity

Winning Sales Communications

- Speaking professionally to project a positive image
- Establish trust and persuade with your body language
- Confident handshakes; handshakes to avoid
- Project with the right tone (speed, pace, volume, inflections)

Projecting Professional Image and Appearance

- 3Fs of professional image: Formality, Fit and Finish
- Maintain professional presence: Image makers and breakers
- The art of layering for situational dressing when meeting with customers
- Personalised assessment and feedback on your corporate image

Day 2

Building Rapport with Customers

- How to break the ice with customers
- Conversation openers and opportunities
- Techniques to build customer rapport
- Active and attentive listening skills

Date:

23–24 Feb 2012
19–20 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



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Persuading & Negotiating for the Sale

- The art of persuasion: Credibility, Logic and Passion
- Understanding the psychology of persuasion
- How to use facts, examples and testimony to win your customers
- Apply the Prepare, Ask, Sell Approach
- Managing your audience's choices

Handling Challenging Customer Situations

- Steps to say "no" to customers without offending them
- Empathy: A powerful connecting technique
- Finding common ground with customers
- Provide assurance of results, effort or service
- Closing customer communications effectively

Who Can Benefit?

This course is suitable for sales professionals or anyone who has to interact with and sell to customers in a face-to-face context. Those who need to impress their customers with a professional image and win customers with strong verbal and non-verbal skills will benefit from this course.

Trainer's Profile:

Michelle Lim brings with her more than ten years of experience in training, people management and customer service with multinationals, SMEs as well as government organisations. Companies which have benefited from her insight and experience include Standard Chartered Bank, Singapore Press Holdings, Changi Airport Group, Singapore College of Insurance, American International Group, Institute of Banking & Finance, Inland Revenue Authority of Singapore, Ministry of Defence, Public Service Division (Prime Minister's Office) and Lee Kuan Yew School of Public Policy.

Michelle was formerly from Citi (Global Consumer Banking), where she managed high customer-impact projects in a complex cross-functional and multi-cultural environment. Her experience launching and managing major services for the bank provides her with the insight and depth in managing the end-to-end customer experience from the employee as well as organisational point of view. Her customer service background extends from B2C to B2B and G2C markets. In her B2B experience, she handled key client accounts such as SingTel, DBS, Sony and Zone Telecom. In the government sector, she was with the Ministry of Manpower, where she was one of the pioneer managers of strategic manpower planning and was involved in setting up the relationship platforms and processes of the department in relation to other statutory boards and ministries.

In her workshops, Michelle also helps participants to transform the way they speak, write and communicate with a practical inside-out approach. In her many years of communications experience in both private and public sectors, she has presented to and written reports for Ministers, CEOs, Directors and others; groups large and small; and different types of audience as well as in different types of business situations. Michelle is also trained as an image consultant by London Image Institute and Imageworks Asia, accredited by AICI (Association of Image Consultants International) based in United States.

Michelle strives to create learning that inspire, engage and transform individuals and organisations. Her workshops focus not just on the theories of training but more importantly, incorporates a practical yet powerful approach to enable participants to build confidence, apply transforming techniques and improve their workplace performance and capabilities.

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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!

Mastering Professional Image & Customer Communications <input type="checkbox"/> 23–24 Feb 2012 <input type="checkbox"/> 19–20 Apr 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 <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.