Marketing Institute of Singapore

JANUARY–JUNE 2027

Executive Development Courses



Upskilling and Reskilling Programmes

for Aspiring Business Leaders

BUSINESS MANAGEMENT

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun
A Practical Approach to Drafting and Vetting Procurement Agreements For Non Legal Professionals	David Shamnugam	19		2			30
A Practical Approach to Drafting and Vetting Service Level Agreements For Non Legal Professionals	David Shamnugam	18		3			25
A Practical Approach to Drafting and Vetting Tenancy Agreements For Non Legal Professionals	David Shamnugam			22-23		3-4	21-22
Corporate Strategies and Skills For Business Development	Stanis Benjamin / Ho Tan Whai Aun			11			25
Drafting, Vetting and Negotiating Partnership, Collaboration Investment Agreements For Non Legal Professionals	David Shamnugam	25		31	1		
Drafting, Vetting International Contracts and Contract Administration For Non Legal Professionals	David Shamnugam		19		2		30
Understanding Contract Law and Its Principles for Non-Legal Professionals	David Shamnugam		24-25		6-7		21-22
Understanding Contract Law Terms and Its Application to Commercial Agreements For Non Legal Professionals	David Shamnugam		18-19		28-29		23-24

SALES

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun
Analysing Customer Behaviour And Body Language	Shankar G / Stanis Benjamin			12			24
Art of Starting Sales Conversations*	Stanis Benjamin			4			4
Breaking Sales Performance Barriers	Stanis Benjamin / Shankar G	13			9		
Clowning As An Engagement Technique To Build Effective Teams	Shanice Stanislaus				1		
Consultative Selling Skills- Module 1	Stanis Benjamin and Graham Carter	14			15		
Cross Selling Techniques to Drive Higher Revenue & Profits	Stanis Benjamin / Ho Tan Whai Aun		10			13	
Developing An Effective Sales Training and Coaching Program- Module1	Stanis Benjamin / Ho Tan Whai Aun			26			24
Developing Effective Sales Managers- Module 1	Stanis Benjamin / Shankar G		25			26	

SALES

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun
Effective Selling Skills	Tina McDowell			2-3			8-9
Engaging Your Audience With Humour	Stanis Benjamin / Shanice Stanislaus				5		
From Transaction to Partnership: Managing & Engaging Distributors Effectively	Tina McDowell		2-3			25-26	
Increasing Sales Capabilities and Competencies	Stanis Benjamin / Clare Lim			8			10
Increasing Sales Productivity & Performance	Stanis Benjamin / Ho-Tan Whai Aun	6			7		
Inside Sales Strategies & Skills	Ng Ping Ping / Clare Lim	22			23		
Key Account Selling and Management	Tina McDowell				12-13		
Managing Sales Objections and Obstacles	Stanis Benjamin		16			12	
Negotiation Skills for Sales & Marketing Professionals -Module 1	Stanis Benjamin / Ho-Tan Whai Aun	7			8		
Onboarding New Sales Professionals-Training Techniques	Stanis Benjamin / Clare Lim		24			27	
Sales Coaching Skills For Managers and Leaders-Module-1	Stanis Benjamin / Alan Phua		26			28	
Sales Negotiations and Persuasion Techniques	Stanis Benjamin / Ho Tan Whai Aun			17-18			8-9
Solution Sales Strategies & Skills-Module 2	Stanis Benjamin / Ho-Tan Whai Aun		2			6	
Strategies To Differentiating Your Sales Process	Stanis Benjamin / Clare Lim			27			23
Techniques to Closing Sales	Stanis Benjamin / Shankar G		9			7	
Winning Sales Pitches & Presentations that Drive Conversions- Module 1	Stanis Benjamin / Clare Lim	8			2		

LEADERSHIP

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun
Leading for the First Time: Building Confidence and Credibility	Tina McDowell		9-10				8-9
Measuring What Matters: Effective KPI Design for Job Development & Career Progression	Tina McDowell		25-26			4-5	
New Manager New Leader	Raymond Thomas		18-19			13-14	
Personal Leadership-Motivating Self and Others	Stanis Benjamin / Shankar G			2			3

SERVICE EXCELLENCE

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun
Effective Telephone Techniques	Ng Ping Ping / Clare Lim	21			28		
Enhancing Customer Service	James Suresh		3	9		11	9
Managing Customer Expectations for Frontline Professionals	Stanis Benjamin		12			14	
Managing Difficult Customers Professionally	James Suresh		4		5	10	
Managing Difficult Customers Professionally	Samantha Sim	18				24	
Writing to Customer Feedback & Complaints with Empathy & Tact	Samantha Sim	21-22				27-28	

COMMUNICATIONS

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun
Art of Presentation with Charts	Pek Sek-Kiat		24			12	
Building Stronger Customer Relationships	Stanis Benjamin			16			11
Connecting With Customers- Rapport and Relationship Building Techniques	Stanis Benjamin	11			16		
Creative Thinking, Innovation and Problem Solving	James Suresh	13		5	7		8
Effective Technical Presentation	Samantha Sim						1-2
How Corporate Communication Works Effectively For You	Rowena Lim	27-28		23-24			24-25
Internal Communication Strategies - From Employee to Brand Champion	Rowena Lim	13-14	2-3	18-19	6-7		
Persuasive Presentation Skills	Samantha Sim			1-2			
Speak with Confidence for Personal & Professional Success	Stanis Benjamin			5			2
Stakeholder Management	Pek Sek-Kiat			17			9
Stakeholder Relationship & Engagement	Rowena Lim	20-21	24-25	30-31	8-9	5-6	29-30

MARKETING

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun
AI Content Creation & Marketing for Leads and Sales	Tylus Lim	11			21		
Creating Competitive Differentiators	Stanis Benjamin / Ho Tan Whai Aun		11			5	
Future-Proof Your Business: AI Tools & Strategies for Success	Pek Sek-Kiat	20			14		
Marketing by Design: Identifying Plan for Measurable Impact	Tina McDowell	26-27			6-7		
Neuromarketing Bootcamp : Activating the "Buy Mode" in Your Customer's Brain	Tylus Lim			15-16			7-8
Unconventional & Creative Marketing Strategies That Get Results	Tylus Lim		1-2			3-4	

PERSONAL EFFECTIVENESS

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun
Change Management for Individuals and Organizations	James Suresh	12	5		6		
Stress Management for Working Professionals	James Suresh	14		8		7	10
Time & Stress Management	Samantha Sim	19				25	

Marketing Institute of Singapore

Creating Marketers, Connecting Marketers.

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