



MARKETING
INSTITUTE OF
SINGAPORE

SALES

Date:
16–17 Feb 2012
24–25 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

Coaching for Sales Performance

Why You Should Attend This Course:

In this climate of economic uncertainty, businesses tend to focus on the short-term and postpone plans for growth. It's great to still have some sales coming in, but it would be even better to have growth. As others look inward and brace for turbulence, what can we do to keep our customers focused on growth?

Knowing how to get your customers to shift back to an innovative, opportunity seeking mindset and partner them in these strategic conversations will build a strong foundation for a long-term strategic business relationship. The ability to facilitate that game changing conversation with your customer, even when they don't want to, will help to coach growth back on the agenda. Instead of being content with taking sales orders, learn how to skilfully shape the agenda and take your consultative selling skills to the next level.

Keeping your sales team motivated with a mindset of success is also priority in these turbulent times. Learning how to coach them to stay focused on the end game and overcome road blocks can make that difference in your sales performance.

Learning Outcome:

- Understand coaching concepts that apply to consultative selling and sales management
- Facilitate breakthrough conversations with customers using coaching tools
- Facilitate team and individual team member conversations to overcome internal and external roadblocks and sustain motivation and commitment

Benefits:

- Unlock innovation and vision in both your customers and team members
- Effectively translate business vision into execution plans
- Increase clarity of purpose and strategic commitment
- Improve sales execution by sustaining engagement and motivation

Course Outline:

Coaching Skills for Consultative Selling

- Using coaching skills to engage customers in setting strategic sales goals and building their business vision
- Asking powerful questions that open up new opportunities
- Unblock limiting beliefs and assumptions

Coaching Skills for Planning

- Converting business vision to concrete execution plans – questioning techniques from 50,000ft to 5,000ft
- Constructive challenging that builds trust – sustaining rapport even while challenging
- Using coaching to develop a stakeholder management plan

Coaching for Sales Performance

- Creating team alignment and vision, and a balance between short-term and long-term goals
- Coaching for breakthrough and overcoming internal and external roadblocks
- Giving feedback that not just corrects but also inspires

Who Can Benefit?

Sales managers, key account managers, sales personnel and business owners.

Trainer's Profile:

Susan Yeow is a Senior Associate with First Branding Network, a marketing and communications specialist that develops strategic marketing solutions with cut-through implementation.

Susan's career spans over 20 years in multinational companies in strategy, marketing and management roles. She has worked in Asia, UK and Finland and has extensive experience in leading and facilitating multicultural & cross functional teams. She was a key member of the Nokia Asia Pacific leadership team between 2004 and 2009, heading strategy development, planning and execution where she successfully initiated and led strategic projects with significant revenue impact.

Susan has facilitated sales teams in translating strategy into execution and designing management practices to monitor and support sales execution, helping them to maintain focus on both immediate and longer term goals.

Her deep interest in human psychology, motivational theory and leadership development motivated her to retrain as an executive coach. She leverages her strong business background to coach managers & leaders in unlocking their potential, developing authentic leadership and maximising their impact in the workplace.

Susan is a qualified executive coach listed in the Henley Register of Coaches (Henley Business School, UK) and an Erickson Gold Standard trained solutions focused coach. She has a Masters in Business Administration from the University of South Australia.

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!

Coaching for Sales Performance

16–17 Feb 2012 24–25 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 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

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