



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

EXECUTIVE DEVELOPMENT PROGRAMMES

JUL - DEC 2009

SALES

Creative Sales Presentations for Maximum Impact



Why You Should Attend This Course:

Delivering a presentation on your product or idea isn't just about the facts and figures; it's about the feeling you are able to create. Successful selling requires that you be both memorable and motivating. If you have developed your presentation skills so that you stand out for your clarity and confidence, then you have taken the first step to distinguishing yourself from the crowd. Now it's time for the next important step: developing a creative approach, so that you will leave the crowd way behind.

This one-day course offers the opportunity to step away from convention and develop your creative side. You'll take a good hard look at traditional presenting structure and delivery, and question all of the usual choices people make. You'll also participate in a wide range of exercises designed to develop creative thinking and mental agility.

Learning Outcome:

At the end of this course, you will:

- Have a clear idea of what traditional presenting techniques help you, and which hurt
- Understand ways of encouraging your own creative thinking
- Feel more confident of your ability to develop an original approach to presenting
- Know what your options are for using a wide range of visual aids
- Be able to mentor colleagues in their efforts to present more creatively as well

Course Outline:

Freeing your mind to be creative

- Allowing yourself to be playful as well as professional
- Getting in touch with the right side of your brain
- Thinking in images rather than words
- Tapping into power of group creativity

Investigating – and improving on - the traditional presentation

- The pros and cons of the usual openings - and new options
- Questioning your main points and developing interesting transitions
- Slides as your slave rather than your master
- Alternatives to the deadly "Thank You" slide

The importance of effective storytelling

- Including stories in your delivery
- Developing the drama
- When your presentation *is* a story

Visual aids that demonstrate and delight

- Creativity inside a corporate template
- Developing the visual aids that work for you, and your audience
- The ultimate visual aid: YOU

Trainer's Profile

Alison Lester, author of *Present for Success: A powerful approach to building confidence, developing impact and transforming your presentations*, has a decade of experience helping people to express themselves clearly, confidently, creatively, and successfully. Based in Singapore, she has facilitated presentation skills training programmes in countries as diverse as China, France, Czech, the United States, Korea, India, Switzerland, Thailand, and Denmark.

Alison has developed programmes for a wide range of companies and organisations including CNBC Asia, McDonald's, IDC, DDB, Bossard, AXA Private Equity, Prudential, IQPC, American Express, The Singapore Institute of Management, and the Young Presidents' Organization.

Performing regularly with the Singapore-based improvisational comedy group, The Madhatters Comedy Company, she combines comic talent with interpersonal skills to guide clients toward more effective and more satisfying levels of engagement. She also teaches improvisation to musical theatre students at LASALLE College of the Arts.

In September 2006, Alison's collection of short stories entitled *Locked Out: Stories Far from Home*, was published in Singapore by Monsoon Books.

She has a Bachelor's degree in Chinese language and literature from Indiana University in Bloomington, Indiana, where she also studied music, and a Master's degree in Chinese studies and economics from the Johns Hopkins School of International Studies (SAIS) in Washington, D.C. She speaks Mandarin, Japanese and French.

Date: 19 & 20 Aug 2009

4 & 5 Nov 2009

Time: 9.00am – 5.00pm

Venue: Anson Centre, 51 Anson Road #03-53

Course Fee:

- S\$420.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

FOR COURSE ENQUIRY

Web:

www.mis.org.sg/seminars

Email:

seminars@mis.org.sg

Tel:

6327 7586

Fax:

6327 9741

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!

Creative Sales Presentations for Maximum Impact

19 & 20 August 2009 4 & 5 November 2009 (9.00am to 5.00pm)
 S\$420 (subject to 7% GST) Includes lunch and refreshments

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
4)			
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"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

Administrative Details

Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

MIS Member Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg.

Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7583/582/586.

Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore Training Centre reserves the right to change or cancel the training course due to unforeseen circumstances.

Course Venue

All courses will be held at MIS City Campus, Anson Centre, 51 Anson Road #03-53 Singapore 079904 unless otherwise stated.

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www.mis.org.sg/seminars

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 6327 7586

Fax:
 6327 9741