



MARKETING  
INSTITUTE OF  
SINGAPORE  
Training Centre

# EXECUTIVE DEVELOPMENT PROGRAMMES

JUL - DEC 2009

## Why You Should Attend This Course:

A successful Relationship Manager [RM] understands that every time they have contact with their client there is a strategy attached. Even if it is just a social visit- they still have a strategy. A strategy that is not just about making a quick sale, but has long term objectives as well. This then gives the RM the control that better positions them to manage their clients not only in a bull market but more importantly a bear market.

Having an investment strategy is one thing but the key to a successful strategy is firstly, the RM understanding what makes the client 'tick'. That is, the need to be aware of how the client thinks and feels. When we understand people and are attuned to what they want, their desires, thoughts, feelings, body language, buying behaviours etc. relationship management and the selling of concepts and ideas that are critical to success becomes an easier process.

We are all different in the how and why we buy things and once you understand the differences you can better pitch the product/service you are selling to create the maximum impact and gain an increase in their wallet share. Once you know the right pitch to use you then have to communicate it in a way that your client best understands.

The last piece of the puzzle is how you deal with objections. Most sales are lost because sales people answer the wrong objection. People tend to give false objections instinctively as they quite often do not wish to tell you the real one. In this course we look at a method where you can determine whether people are giving you the correct reasons for not buying. This is powerful as it really puts the RM in the professional class and cuts down time in the interview by not answering the false objections.

## Learning Outcome:

At the end of this course, YOU will be able to achieve the following:

- Gain an awareness of how people think and feel
- Understand people's basic buying behaviours
- Understand people's preference in processing information
- How to develop specific statements to create the desire in people to listen to your message
- Body language and how to read it
- The ability to determine your clients real objections and how to answer them

## Course Outline:

### People's Buying Behaviour

- What motivates people to buy
- Gearing your presentation to match this motivation

### The Art of Communication

- How people process what we say
- The use of words in communicating
- The art of listening
- Body language - your ally in sales

### Handling Objections

- What is an objection
- Determining the real objection

# SALES

## Gaining Wallet Share in Bull and Bear Markets

### Who Can Benefit?

- People who wish to have a career in relationship management and sales
- Experienced people who want to take their relationship management and sales career seriously and want to go to a higher professional level

### Trainer's Profile

**Ross Swan** is a perceptive and responsive executive coach noted for his proactive style, through which he dovetails individual leadership with corporate culture. He is a mentor/motivator and people-focused leader. As one client noted, *"At both a work level and a personal level, [his coaching] has reinvigorated my focus on enhancing my communication skills and value in my leadership role."*

Ross has wide-ranging corporate and consulting experience in varied industries worldwide. His expertise includes:

- Executive Coaching
- Startups and Mergers
- Change Management
- Financial Management
- Customer Relationship Management
- Marketing, Staff Development, Training, and Team-Building

Ross focused on the special challenge of coaching to address cross-cultural management issues. Working from Singapore for several years, he gained great insight into Asian cultures, enhancing his value to clients having multicultural responsibilities. Ross holds an M.Sc. in Training and Performance Management from the University of Leicester, UK, and received his Graduate Certificate in Business Education from the Queensland University of Technology.

He is certified in Training and Assessment and holds a Management Certificate in Marketing from the Queensland University of Technology, as well as certificates in Media Relations. He also serves on the performance management consulting panel of the Queensland University of Technology, providing consulting services for the Australian Government AusAid Program's Asia Pacific Region, which aims to reduce poverty and support sustainable development in developing countries. Ross has also trained senior directors of the Philippines' government in performance management skills and applications.

Date: 7 & 8 Sep 2009  
3 & 4 Dec 2009

Time: 9.00am – 5.00pm

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

### Course Fee:

- S\$880.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

## FOR COURSE ENQUIRY

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

Fax:  
6327 9741

# 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!

### Gaining Wallet Share in Bull and Bear Markets

7 & 8 September 2009       3 & 4 December 2009 (9.00am to 5.00pm)  
S\$880 (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 & Fax:		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](mailto: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](mailto: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.

## FOR COURSE ENQUIRY

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

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