



MARKETING
INSTITUTE OF
SINGAPORE

SALES

Increasing Sales Productivity & Performance

Why You Should Attend This Course:

With business transformation taking place all over the world, the selling profession is in a massive state of change. Old ways of selling is being challenged in the digital era where the internet, globalisation and commoditization of entire products and services have resulted in the sales person losing control as the driver of the sales process. The challenging business environment has placed tremendous pressure on sales force to deliver results and become ruthlessly efficient. The economic pressure in our business environment demands that sales organisation become more efficient and effective while reducing cost and the sales people to be more productive, doing more with less. The right tools and sales strategies can help organisation to reduce costs and enjoy increased productivity and sales performance.

Learning Outcome:

- Understand the Challenges to Sales Productivity and Performance
- Identify Unproductive Behaviours and Activities that Inhibit Sales Performance and Productivity
- Reinforce Effective Sales Behaviours that Increase Sales Productivity and Performance
- Align Technology and Processes to Increase Sales Performance and Productivity
- Identify and Use Current Digital Technologies to Increase Sales and Productivity
- Pinpoint Performance Gaps and Develop Coaching Plans to Improve Sales Productivity and Performance

Course Outline:

Day 1

1. Changes and Challenges that Impact Sales Performance and Productivity
2. Dimensions of Superior Sales Performance in Current Business Environment
3. Different Aspects of Sales Productivity that Impact Sales Performance
4. 5 Critical Skills in a Shifting Business Landscape that Impact Sales Productivity
5. Key Drivers for Sales Performance and Productivity
6. Critical Factors to Consider in the Sales Improvement Process – Recognising Specific Causes
7. Behaviours and Habits of Top Sales Professionals that Influence Performance and Productivity
8. Managing Behaviours in the Performance Cycle – Avoiding Psychological Performance Traps

Day 2

1. Auditing Sales Processes – Preventing Resources Drain and Increased Costs
2. Maximise Selling Time – Activity Management vs. Time Management
3. Critical Performance Measures that Companies Use to Assess Sales Productivity
4. Establish, Manage and Measure KPI's that Drive Sales Success and Productivity
5. Leveraging on Technology and Social Media to Increase Sales Performance and Productivity
6. Build Digital Relationship and Use Digital Technologies to Increase Sales and Productivity
7. Benefits and Pitfalls of Using Social Networking as a Tool for Increasing Performance and Productivity
8. Getting Sales People to Agree on Performance Changes – Coaching for Performance and Productivity

Who Can Benefit?

Sales Personnel and Executives, Marketing Executives, Managers and Team Leaders who would like to achieve higher sales productivity and develop sales skills and competencies to increase profitability.

Trainer's Profile:

Master Facilitator and Distinguished Toastmaster, **Stanis Benjamin** is a motivational humorist and an accomplished speaker, consultant and trainer in the fields of business presentation skills, sales, communication, customer service, leadership and strategies for personal success.

As a coach, consultant and keynote speaker, he has addressed many companies and institutions and has helped senior executives, high-achieving professionals and beginners to reach higher levels of performance.

He was one of The Top 10 agents for sales and has achieved the Marathon Life Award, International Quality Award, Million Dollar Club Award as well as the Prestigious Million Dollar Round Table (MDRT) and Superstar Sales Awards. He has more than 20 years of Sales experience starting as an agent and has led a successful sales team as a District Manager.

Stanis is a thought leader on how to create and sustain high performance. He combines theory with management practices to develop action-oriented techniques for building winning teams. He has been invited as an expert to speak on the topics "Behavior Focused Communication and Humor in Presentations" and has presented on Positive Business Minutes for News Radio 93.8.

He has gained excellent reputation for his work with human resource and training departments of numerous organisations to design and develop Sales, Personal Effectiveness, Leadership and Communication training programmes. Stanis brings with him over 15 years of training and coaching experience and is accredited as an Executive Leadership facilitator.

Date:

5–6 Mar 2012

4–5 Jun 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

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!

Increasing Sales Productivity & Performance

5-6 Mar 2012 4-5 Jun 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 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

Email: seminars@mis.org.sg
 Website: www.mis.org.sg/seminars

Tel: 6327 7586 / 583 / 582
 Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre
 Singapore 079904