

Register 3 or more participants and enjoy 5% discount! *Approved for SDF funding (for SMEs only)

Why You Should Attend This Course:

Engaging the audience's attention, sustaining their interest in your products and creating their desire to buy can be achieved via persuasive writing. Through this course, you will enrich yourself with skills to influence your audience with a solid structure and an interactive style.

Learning Outcome:

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

- Plan the message focus with the desired outcome
- Suit the audience profile to whom you sell
- Offer easy reference in a reader-friendly manner
- Be impactful in presenting features and benefits
- Emphasise the key message with an elegant flow
- Articulate with a polished, refreshing and concrete language
- Edit systematically to control quality
- Present a 2008 style in emails, letters, proposals and reports

Course Outline:

Writing Process versus Selling Process

You will get an overview of how to add persuasion to neutral information through:

- Understanding the eight step sales process to get the audience's buy-in
- Learning tips to add value to writing based on research findings
- Knowing the impact of communication tools

Audience Rapport

You will learn how to connect with your audience:

- Adapt communication style to suit the audience profile
- Focus on audience needs
- Be enthusiastic with your desired results
- Select relevant development plan

Anchor the Content

You will learn through case studies how to emphasise focus based on the following classes of information:

- Must know - engage the audience with a summary
- Important to know - analyse the key findings to show professional knowledge

- Nice to know - show support with full quantifiable data and specific features

Selling Strategies

You will appreciate how to translate hard data and technical details into persuasion in a discussion on FAB and other strategies:

- Features
- Advantage
- Benefits
- Testimonial
- Comparison and contrast

Practice Session

You will write an assignment to integrate the day's learning. You will also receive coaching on the writing process. The examples will be presented for group sharing.

Reader-Friendly Style

You will do a group exercise to realise how to:

- Paint pictures with language
- Gain trust by controlling writing pitfalls
- Acquire a professional writing style checklist

2008 E-mail Style

You will follow templates to practice:

- A business-like structure
- An interactive tone

2008 Letter Style

You will learn to use a flexible approach to present the following using recommended templates:

- Marketing information
- Negotiation
- Requests for information and action
- Replies to complaints

Public Relations through Press Releases

You will learn the checklist of 5 Ws to write press releases that are publishable.

Proposals and Reports with Results

You will practice up-to-date templates to compile the following types of proposals and reports:

- Sales proposals
- Business proposals
- Sales reports
- Meeting reports
- Event reports
- Progress reports

FOR LEARNING AND DEVELOPMENT CONSULTANCY AND PROGRAMME SERVICE ENQUIRIES:

Web: www.mis.org.sg

Email: seminars@mis.org.sg

Tel: 6327 7580/81/82/86

Fax: 6327 9741

Integration Practice

Participants will follow a template to do a group exercise emphasising:

- Structure and style
- Editing

Who Can Benefit?

- Executives who believe in developing their ability to influence their audience via the writing channel
- Supervisors who need to plan and edit standard written correspondence

Trainer's Profile

Kate Chan's informative and motivational delivery style has appealed to audiences in Singapore, Hong Kong and the region. As a firm believer in experiential learning, she has enhanced the professional and personal development of many through engaging their active involvement. Her topics on English proficiency, business writing, presentation, customer service, interpersonal communication, corporate image, thinking on your feet, time management, stress management and

leadership have benefited professionals at organisations such as Singapore Airlines, Ministry of Defence, Singapore Technologies Group, REUTERS, UBS, Morgan Stanley, BP Chemical and the HK Trade Development Council. Kate is also a lecturer at the Centre for the Advancement of English Proficiency at the Hong Kong Baptist University.

Kate is now based in Hong Kong, her birthplace, after twenty years away in the US, Canada, Europe and Singapore. She currently divides her time between Hong Kong and Singapore where she operates her training consultancy. Her background as international marketing manager, research consultant, language programme designer and official translator has enabled Kate to relate well to various individual needs that exist in different corporate environments.

Kate offers her training topics in English, Cantonese, Mandarin and French. She majored in English at McGill University and did her postgraduate studies in Translation at the Université de Montréal and Université Sorbonne.

Date: 28 & 29 Jul 2008

7 & 8 Oct 2008

Time: 9.00am – 5.00pm

Venue: 99B Amoy Street

Course Fee:

- S\$820.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 10% discount

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REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES
 Register online at www.mis.org.sg or fax form to 6327 9741

Register for **3 participants**
 or more and enjoy
5% discount!

Persuasive Writing To Sell & To Service

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28 & 29 July 2008 7 & 8 October 2008 9.00am to 5.00pm each day
 S\$820 (subject to prevailing GST charges) Includes lunch and refreshments

Participant(s) Name	Designation	E-mail	Contact No.	Fee
1)				
2)				
3)				
4)				
5)				
Sub-Total				
GST				
Total Amount Payable (including GST)				
Company:				
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member		
Address:				
Contact Person:		Designation:		
Tel:		Fax:		
E-mail:				

Administrative Details

Registration & Payment

A place will be reserved for you upon receipt of your registration. A confirmation will be sent to you via email 2 weeks before course commencement. Please send your payment to us 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.

Marketing Institute Members' Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 10% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg

Group Discount

Companies will be entitled to a 5% discount for sending a group of 3 or more participants to the same course on the same date.

Course Venue

All public learning courses will be held at 99B Amoy Street, Singapore 069919 unless otherwise stated.

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.

Custom-Design Training Courses

Courses can also be custom-designed to match your department or organisation's specific training requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7582/83.

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