



MARKETING  
INSTITUTE OF  
SINGAPORE

SALES

# Sales & Marketing Strategies for Engineers – Aligning Product Development to Customer Needs

## Why You Should Attend This Course:

Many organisations have restructured to have cross-departmental teams. Engineers must now interact and support sales executives in the area of marketing & sales, from pricing and promotion to distribution and customer satisfaction.

By acquiring the basic skills in sales & marketing, engineers will become more proficient at innovation and acquire a better understanding of needs and demands in the marketplace to improve the process of design and innovation.

This course has been designed to help engineers integrate their technical role with a sales and marketing role. They will be able to converse and support the marketing & sales executives during clients' discussions and generate leads resulting in sales.

## Learning Outcome:

- Understand the fundamentals of Marketing Strategies & Matrix
- Simplify technical strategy to match to sales & marketing processes
- Identify new marketing imperatives – intelligence, interfaces & integration
- Gain a clear understanding of their role in supporting the sales and marketing of company's products and services
- Use the sales processes of identifying, developing and managing accounts
- Structure a sales call and use all available skills to give a professional image and improve success
- Recognise and improve their handling of difficult customer situations
- Overcome objections and close successful sales
- Develop a close business relationship with clients

## Course Outline:

### Day 1:

#### Role of Engineers in Sales & Marketing

- Icebreaker: The Impact of Integrating Technical role with Sales & Marketing role
- Sales & Marketing Opportunities for an engineer
- Service Situation
- Sales Presentation With A New Prospect

#### Understanding the Fundamentals of Marketing

- Differentiating marketing from sales
- The Basics of Marketing
- Marketing Planning – 3Cs and 4 Ps
- Marketing Services and Intangibles – special considerations
- Group Exercise: Who Markets and How
- BCG Growth-Share Matrix: Mapping Your Product Life cycle
- Ansoff Business Unit Strategy Model
- Managing product life cycle
- Hard vs. soft products and services
- Bowman Strategic Pricing Clock
- Group work: Mapping out our marketing strategy from a technical perspective

#### The World of Selling

- The Sales Cycle & Process: Perspective, Territory Management, Sales Calling & Closing
- Characteristics of an effective technical sales person
- Different models of selling: product vs. solution selling

#### Having a Positive Selling Attitude

- The Importance of PMA in selling
- What makes you negative
- How to develop a positive attitude

#### Prospecting Effectively During a Service Situation to Generate New Business

- The right prospecting approach during a service situation
- Value proposition vs. preventive measures
- Group work: Existing Customer Profile
  - Creating strategy for suggesting an upgrade or cross-selling

Date:  
6–7 Feb 2012  
3–4 May 2012

Course Fees:  
**S\$680.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries  
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 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904



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## Sales & Marketing Strategies for Engineers – Aligning Product Development to Customer Needs

### Day 2:

#### Developing Effective Sales Communication

- Opening of Sales Conversation
- Questioning strategies & purpose to identify needs
- How to gain leverage and build confidence
- Talk about benefits not features
- Keeping the interest alive
- Finding a purpose to call back

#### Social Styles Influences Buying Behaviour

- Role of an Engineer during a New Account Sales Presentation
- Slide Presentation: Body Language (30mins)
- Understand the buying behaviour of your customer
- Understand different behaviours & expectation
- Listening for opportunities to support sales executives with technical solutions & information

#### Objections are Good

- How to minimise objections and propose creative technical solutions
- How to handle objections
- Workshop: Video Role-play with playback critic session

#### Sales Negotiation & Tactics

- What are your key decision criteria?
- Process of Making Decision/Decision-maker
- The negotiation process
- Pressure Tactics
- Tactics used in negotiation

#### Closing: When and How

- The Buying Milestones
- How to identify closing signals
- 7 powerful closing techniques that work
- Key Learning Points & Post-workshop Account Project

#### Trainer's Profile:

**Tina McDowell** has been a trainer and consultant for the past 23 years. She has helped hundreds of people realise their potential as employees for their organisations. By making her courses highly participative, she instils a certain flavour of excitement in participants to improve at their jobs. In 1997, she inspired a group of people in Union Carbide to win the Chairman's award for winning behaviours, productivity and costs saving.

Her experience includes conducting presentation skills, selling skills, sales & negotiations for sales executives & procurement executives. She has worked with sales executives and engineers in Nokia, Schlumberger & Texas Instrument Philippines to analyse their sales strategies to enhance partnership and engagement with the customers.

She has also done consulting work in many of the Asean countries including Singapore, Malaysia, Brunei, Thailand, Hong Kong, Indonesia, Taiwan, Korea, China, and Philippines.

# 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!

### Sales & Marketing Strategies for Engineers

6-7 Feb 2012     3-4 May 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](http://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](mailto: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](http://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](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

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