



MARKETING
INSTITUTE OF
SINGAPORE

SALES

Sales Entrepreneurship for Business Breakthrough

Why You Should Attend This Course:

Whether you are a big or small business, nothing happens without a sale. It is notable that entrepreneur-minded salespersons are constantly looking for innovative ways to increase sales opportunities, growing their enterprises and rising above their competitors in the industry. They are opportunist and proactively keep the sales pipeline full by continuously finding clients, managing flow of sales leads, reviewing ways for increasing sales and enhancing clients' buying experiences and satisfying customer relationship to gain new customers and keep customers coming back for more. They understand the organisation and industry context, terrain, competitors well and work with internal customers, partners, suppliers to bring sales to a higher level of performance.

In fact, the business can boost organisational effectiveness by developing salespersons as entrepreneurs to position their organisations for business growth and innovation. With the support of management resources and commitment, the business can make a difference through kick starting and building the sales entrepreneurship culture, strategy and competencies for survival in today's competitive marketplace.

This course includes mini-lectures, group discussion and sharing in cases or role play to explore and discover the gaps of sales force competencies/skills and the entrepreneurial culture within organisations.

Learning Outcome:

- Understand concepts and applications of entrepreneurship
- Recognise the external and internal context for entrepreneurship
- Proactively review and leverage environmental opportunities
- Think like the owner of the business with new entrepreneurial mindset
- Develop the skills and attributes of the sales entrepreneur
- Create multiple sources of entrepreneurship and platforms
- Communicate and attain sales entrepreneurship culture
- Measure, manage, celebrate the growth and success of sales entrepreneurship

Benefits:

- Acquire knowledge and know-how of entrepreneurship concepts and application
- Increase sales entrepreneurship effectiveness from outside-in and inside-out approach
- Increase source of new sales practices, business enquiries and opportunities
- Enhance sales-force performance by engaging prospects' interest, desire, attention and conviction in closing sales
- Focus time on innovative sales practices for best returns of sales efforts

Course Outline:

Entrepreneurship Concepts and Applications

- Understand entrepreneurship for new opportunities and ventures
- Recognise the context and process of entrepreneurship when managing organisational effectiveness
- Review performance from past, current sales practices and innovate new ideas

The Sales Entrepreneur Mindset, Personality and Skills

- Recognise many roles of sales entrepreneur
- Develop an entrepreneurial mindset for identifying environmental opportunities and competitive advantage
- Adopt the skills and personality of the sales entrepreneur

Sales Entrepreneurship Culture for Support and Commitment

- Understand the resources of entrepreneurship and platform for application
- Communicate with internal and external customers for gaining support and commitment
- Avoid the biggest corporate blocks to entrepreneurship
- Nurture entrepreneurship through engagement of employees' support
- Celebrate results of entrepreneur success for recognition and rewards

Who Can Benefit?

Sales managers, key account managers, sales personnel, C-level executives, marketing officers and company owners.

Trainer's Profile:

Cecilia Sim is a bilingual facilitator who conducts programs according to learners and organisational background, needs and requirements. She has strong people skills and cross-border experiences to work with participants across different industries and cultures in the region. Her 20 years of extensive industry experiences came from her previous roles as Trainer/Facilitator, Sales Consultant, Assistant Director, and General Managers in various industries ranging from information technology, education, membership and management consulting. Her past corporate sales and marketing experiences include sales support for information systems, promotion of high profile memberships for MNC, SMEs and startup in many fields. She was responsible for portfolio repositioning, change management, sales results and performance of her team and organisation in her previous positions.

Her key competencies include corporate training, course development, and management consultancy services in the areas of sales and marketing, communication, customer services, supervisory management and mentoring.

She holds a Master of Business Administration from University of Adelaide, Australia, Bachelor of Business Administration (Honor, major in Management Information System) from Northeastern University, Boston, USA. She also holds an Advanced Certificate in Training and Assessment (ACTA), WSQ. She is also a certified trainer for Service Professional (CSP) and GEMS.

Date:
27–28 Mar 2012
8–9 May 2012

Course Fees:
S\$780.00

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!

Sales Entrepreneurship for Business Breakthrough

27–28 Mar 2012 8–9 May 2012 (9.00am to 5.00pm)

S\$780 (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

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