

Why You Should Attend This Course:

Selling can be regarded as the ability to congruently influence others into making a decision for themselves. Traditionally, selling has been a left-brain function: you knew and memorised the facts and communicated them to your prospects in a logical manner. Selling techniques used reasoning and involved logical steps such as setting the stage, targeting of customers, probing, features and benefits, overcoming objections and closing. However, there is a limit as to how much you can achieve. In order for the customer to change his habit of saying no or rejecting your offer, you need to change his thinking or beliefs. Both conscious mind and sub-conscious minds are involved. Modern science has revealed that emotions play a major role in the way humans decide on what to buy. You would have probably heard of the saying that '*human beings make purchase decisions according to emotions and later justify by logic*'.

In order to speak to the sub-conscious mind effectively, we need a special language and approach. Deep-seated beliefs and habits are the hardest to modify. The key to turn the sub-conscious mind into your ally is by understanding it first, followed by using strategies to recondition it.

This 2-day course will provide participants with insights into the human mind and practical strategies with which sales professionals can generate extraordinary results.

Learning Outcome:

By completing this course, participants will be able to communicate to their sub-conscious mind as well as that of the customers' for desired outcomes.

Course Outline:

- Recognise the presence of conscious mind and sub-conscious mind, and their differences
- Understand the nature and characteristics of sub-conscious mind
- Recognise the impact of breathing pattern on mental state
- Learn how to communicate to the sub-conscious mind using special language and word patterns
- Learn how to stay motivated to achieve your sales results
- Develop strategies to sell your products and services by targeting customers' sub-conscious mind without manipulation
- Learn to make irresistible offers and ways to reverse risks of buying from you
- Practise language skills to effect changes

Who Can Benefit?

Sales professionals who want to develop their edge over competitors by the ability to communicate effectively to the sub-conscious mind.

Trainer's Profile

Hardy Cheung has extensive managerial and supervisory experience in small, medium and large companies such as Pfizer and Novartis, prior to setting up his own company, Smart Resources Consulting. His key competencies in corporate trainings include sales and marketing, communication, negotiation and market research. His unique style of facilitation involves games and practices that allow his trainees to internalise new knowledge and skills.



Over 20 years of his sales, marketing and management experience has been distilled in his recent book, "Secrets of Sales Success: a Multi-dimensional Approach". He is currently the President of the Certified Medical Representatives Society (Singapore).

Hardy was trained as a pharmacist and holds a postgraduate Master Degree in Business Administration (Adelaide) and Master Degree in Business (Strategic Marketing) (Curtin). He practises Aikido and is an ACTA (Advanced Certificate in Training and Assessment) certified trainer under WDA framework.

Date: 4 & 5 Aug 2009
12 & 13 Nov 2009
Time: 9.00am – 5.00pm
Venue: Anson Centre, 51 Anson Road #03-53
Course Fee:

- S\$680.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

FOR COURSE ENQUIRY

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586

Fax:
6327 9741

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!

Selling, the Sub-conscious Way

4 & 5 August 2009

12 & 13 November 2009 (9.00am to 5.00pm)

S\$680 (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:	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.

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 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.

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