

### Why You Should Attend This Course:

**70% of the world's businesses sell services!** Whether you are in hospitality, tourism, education, or telecommunications for example, service businesses face major challenges from substantial advances in information technology on the one hand, to the emergence of regional and global service markets on the other. The key is that service organisations differ in many important areas from manufacturing businesses and require a different and distinctive approach to planning, implementation and control of marketing strategies.

This course will give participants a comprehensive understanding of the key aspects of services marketing that require different treatment and provide a framework for developing strategies to market services.

### Learning Outcome:

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

- Acquire a process to plan and develop strategies to market service products
- Learn practical techniques to implement these strategies
- Understand the limitations and pitfalls in marketing of services

### Course Outline:

#### The fresh approach to service marketing

- a. Understanding service marketing and how it differs from product marketing
- b. The Gap Model of service quality

#### Focusing on the customer

- a. Understanding customer expectations
- b. Managing customer perceptions of service
- c. Targeting and prioritising customers to build long-term relationships
- d. Gaining a distinctive position in the minds of your customers

#### Aligning strategy, service design, and standards

- c. Creating and delivering customer-satisfying services with service blueprinting

- a. Applying customer-defined service standards
- b. Providing appropriate physical evidence and Servicescape

#### Delivering and performing service

- a. Employees roles in service delivery
- b. Customers roles in service delivery

#### Managing service promises

- a. Pricing for profits and long-term relationships
- b. Developing integrated service marketing communications

#### Controlling and evaluating service marketing programs

- a. Marketing KPI's and Metrics

### Who Can Benefit?

Managers, supervisors and key Marketing and Product Executives who wants to market their service products competitively and keep customers coming back.

### Trainer's Profile

**Spencer Chan** is a marketing professional with over 25 years of experience gained from world-class companies like Proctor & Gamble, Hewlett-Packard, and Citibank and across international borders ranging from Europe, the Middle East, Central America and Asia.

He brings a wealth of practical business insights and is known for his clear and strategic thinking as well as his ability to help clients translate concepts and strategies into implementable programmes to achieve measurable results.

A former Colombo-Plan scholar and Rotary International Foundation Fellow, Spencer has conducted extensively both academic classes and in-company workshops in sales, marketing and customer satisfaction in Europe and in Asia. Spencer holds a Bachelor's degree in Mechanical Engineering from the University of Western Australia and a Master's degree in Business from Purdue University.

**Date:** 14 & 15 Sep 2009  
7 & 8 Dec 2009

**Time:** 9.00am – 5.00pm

**Venue:** Anson Centre, 51 Anson Road #03-53

#### Course Fee:

- S\$820.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

## FOR COURSE ENQUIRY

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 / 582

Fax:  
6327 9741

# 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!**

<b>Services Marketing - Winning Customers in Competitive Markets</b> <input type="checkbox"/> 14 & 15 Sep 2009 <input type="checkbox"/> 7 & 8 Dec 2009 (9.00am to 5.00pm) S\$820 (subject to 7% GST)      Includes lunch and refreshments		<b>*Approved for SDF funding (for SMEs only)</b> Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
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](mailto: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](mailto:seminars@mis.org.sg) or call 6327 7583/582/586.

#### SDF Application

SDF application must be sent in **2 DAYS BEFORE** commencement of the course, to do so, companies have to register online with SDF at [www.sdf.gov.sg](http://www.sdf.gov.sg) before the start of the course.

Please indicate on this application form if you are going to apply for SDF so as to facilitate the administrative details for registration. In the event that application for SDF is not approved, the company will be liable to pay MISTC the balance amount of the course.

#### 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.

## FOR COURSE ENQUIRY

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