

Why You Should Attend This Course:

In today's competitive environment, truly successful sales professionals leave little to chance. They are determined to win, regardless of inconvenience and objections received. They have a deep knowledge of their products, customers and competitors. They know how to choose their prospects carefully to increase their chances of success. They know selling is a number's game: they must maintain high call frequencies throughout the week. What a sales professional goes through in his daily course of work is very similar to that of an athlete. Both are required to be psychologically and physically prepared. The winner takes it all.

In this course, you will be introduced to specific training tools that athletes receive, tools that help to condition the mind and body, while establishing a routine for top performance.

This engaging 1-day course is designed to help sales personnel and team managers learn to master their minds and condition their bodies to excel, ultimately to realise and develop their full potential in their sales career.

Learning Outcome:

This course aims to help participants to set goals, develop their rituals or routines with better planning and selling activities, and sustain the energy for peak performance.

Course Outline:

- Comparison of athletes with sales professionals, their preparation and performance requirements
- Understand facts of competition and importance of goal setting
- Appreciate that a healthy and positive mind-set is a pre-requisite to peak performance
- Manage four dimensions of energy
- Learn specific skills such as visualization, relaxation and self-affirmation
- Learn to develop rituals for peak performance
- Learn to cope with the inevitable: the aging process
- Actions that sales coaches can take to develop top sales professionals

Who Can Benefit?

Sales Professionals and Sales Managers looking for breakthrough in their selling careers.

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: 12 Aug 2009

9 Nov 2009

Time: 9.00am – 5.00pm

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

Course Fee:

- S\$390.00
- 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!

Sports Psychology in Selling

12 August 2009

9 November 2009 (9.00am to 5.00pm)

S\$390 (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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