

29 JULY 2010,  
THURSDAY

6.30 – 9.00PM

MIS EXECUTIVE  
CLUB

MIS MEMBER - \$20  
NON MEMBER - \$35  
MIS STUDENT -  
COMPLIMENTARY

# TRUST EDGE: TRUST-BASED SELLING AND BUSINESS DEVELOPMENT

The Trust Edge: Trust-based Selling™ and Business Development Preview is a one-of-a-kind programme for business owners and salespeople who struggle with business development old-style sales techniques.

You will preview trust-based skills and techniques that allow you to become more confident, comfortable and aligned with prospects in order to forge quicker yet long lasting relationships, so as to increase your overall business.

## ABOUT THE SPEAKER



Trip Allen is founder and director at Egyii and has over 25 years of successful global sales and senior sales management experience in Fortune 500 technology companies and in the sales learning & development field.

At Egyii, Trip is the expert on what makes businesses work-relationships. Throughout his career he has worked with internal staff, salespeople and clients in Asia and North America and has a keen awareness of what makes them all tick- the interpersonal skills and personal relationships.

Trip is also an expert on trust and is licensed to provide programmes for Trusted Advisor Associates LLC, specifically The Trusted Advisor and Trust-based Selling™ content, in Singapore and Asia.

*“Have no fear of perfection -  
you’ll never reach it”  
Salvador Dali*

PROGRAMME HIGHLIGHTS | 6.30 – 7.30PM REGISTRATION & NETWORKING (LIGHT DINNER WILL BE PROVIDED) | 7.30 – 8.30PM PRESENTATION TALK | 8.30 – 9.00PM Q&A SESSION

# Registration Form

## Marketing Guru Talk

### Registration Fees:

MIS Member : **S\$20** Non member : **S\$35**

MIS Student: Complimentary

(Light dinner will be provided)



MARKETING  
INSTITUTE OF  
SINGAPORE

**Event:** Trust Edge: Trust-Based Selling and Business Development by Trip Allen – 29 July 2010

### Participant(s) Information

Name of Delegates/NRIC	Designation	Email:	Contact No:
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

MIS Corporate Member No: \_\_\_\_\_

MIS Membership No: \_\_\_\_\_  MIS Student  Non Member

Address : \_\_\_\_\_  
\_\_\_\_\_ Postal Code \_\_\_\_\_

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact No: \_\_\_\_\_ (O) \_\_\_\_\_ (HP)

You may submit your registration form via fax: 6327 9741, email: [membership@mis.org.sg](mailto:membership@mis.org.sg)

Or post it to: 51 Anson Road, #03-53 Anson Centre, Singapore 079904 (**Attn: Wendy Ching**)

For more information, you may contact: Huling/Wendy/Ariane @ 6327 7593/ 592/ 591

### Method of Payment

Total Amount Payable: \$ \_\_\_\_\_ (**Please make payment before the event**)

Cheque No: \_\_\_\_\_ Bank Name: \_\_\_\_\_

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card :  AMEX  MasterCard  VISA

Cardholder's Name: \_\_\_\_\_

Issuing Bank : \_\_\_\_\_

Card No: \_\_\_\_\_ CVV No: \_\_\_\_\_

Expiry Date : \_\_\_\_\_ (MM/YY)

Signature : \_\_\_\_\_

### Official Use:

Receipt No: \_\_\_\_\_ Acknowledgement Sent: \_\_\_\_\_