

The Leader in Professional Training, Learning & Development for Sales & Marketing

For over 41 years, the Marketing Institute of Singapore (MIS) has played a leading role in providing training, learning & development solutions to professionals and corporations in Singapore and the Asia-Pacific region.

MIS is an award-winning training provider that has maintained its leading position as the training provider with the widest range of sales and marketing courses. MIS continues to keep up with the growing demand for sales and marketing courses, with more than 120 executive

ways to identify and fill competency gaps to achieve your company's long-term business objectives. MIS can help companies identify gaps in their training and recommend relevant courses to maximise training ROI. To enhance effectiveness, training is aligned to organisational needs and so allow for immediate application and outcomes to be measured.

To help employees optimise their performance at work, the MIS' approach undergoes a rigorous 5-step process to customise the ideal training framework:

5-Stage Learning & Development Consultancy Service



development courses, and over 3,000 professionals trained annually.

Custom-Design Trainings to Meet Specific Needs

Customised training is one of the most effective

“Where change is the only constant in today's business environment, the key to sustaining organisational effectiveness and competitiveness is to acquire, develop and internalise new skillsets. Through training, employees are kept abreast on new insights, best practices and tips from industry experts.” says Christina Ho, Head – Executive Development Services, MIS.

“Our experiential learning techniques, including the use of case studies and

business simulations, allow employees to assimilate concepts easily and build on that confidence for immediate, practical applications at the workplace.”

Funding & Grants to defray training costs

MIS' training courses are approved for Skills Development Fund (SDF), as well as the Productivity and Innovation Credit (PIC).

For the Business Management Workforce Skills Qualification (BM

WSQ) courses, Absentee Payroll and Workfare Training Support (WTS) schemes provide additional support to help defray training costs further.

SMEs, in particular, can leverage on WDA's Enhanced Training Support Scheme to fund up to 85% of the course fees for WSQ courses.

Under the PIC scheme, all companies can also stand to enjoy significant tax benefits, bonuses or opt for cash reimbursements for their training expenses.

Testaments to our Quality Courses

“Actual case/scenario role play. Gaining insight of effective negotiation skills in different situations, with real case negotiation tactics and scenarios cited by trainer. Very effective and applicable to actual day scenarios.”

- Assistant Sales Manager, Mitsubishi Electric Asia

“Subject matter expertise. Use of appropriate statistics and case studies to illustrate latest digital trends and concepts. The course gave good insights into measurement and analytics of digital marketing. A lot of practical examples, case studies, metrics, free online tools useful for this course and definitely in our work.”

- Digital Marketing Specialist, SAP Asia

“Very dynamic and engaging trainer. In-depth step-by-step approach that we can take back and implement. Great examples used to illustrate common faults. The exercises helped us apply our learning to real-life scenarios.”

- Manager, Branding, Sentosa Development Corporation



MIS training class

EXECUTIVE DEVELOPMENT PROGRAMMES 2015

The Leader in Executive Development in Asia

BUSINESS MANAGEMENT WORKFORCE SKILLS QUALIFICATIONS (BM WSQ)

- Developing a Consumer Focused Marketing Message+*
- Developing New Growth Opportunities to Drive Sales+* **ENHANCED!**
- Effective Customer Acquisition & Retention Strategies+*
- Essential Negotiation Skills+* **ENHANCED!**
- Writing Effective Business Proposals+* **ENHANCED!**

SALES

- Advanced Sales Negotiation Masterclass*
- Art of Starting Sales Conversations*
- Business Value Selling*
- Corporate Partnership — Increasing Sponsorship Sales Revenue **NEW!**
- Differentiated Selling to Overcome Price Competition* **NEW!**
- Effective Pricing Strategies & Tactics*
- Effective Selling Strategies for Maximum Results* **ENHANCED!**
- Emotional Intelligence for Sales Success — Soft Skills that Produce Hard Results **NEW!**
- Increasing Sales Productivity & Performance*
- Negotiation Skills for Sales & Marketing Professionals*
- Professional Telesales Techniques*
- Sales & Marketing Strategies for Engineers — Aligning Product Development to Customer Needs*
- Sales Force Management* **NEW!**
- Setting Performance Standards & Measures for Sales Teams*
- Solution Sales Strategies & Skills*
- Strategic Key Account & Portfolio Management* **NEW!**
- Strategic Market Development*
- Successful Channel Management*
- Techniques to Closing Sales*

MARKETING

- 27 Website Secrets that Get Visitors to Buy*
- Acquiring & Retaining Customers through Service Marketing*
- Advanced Marketing Strategies — Driving Business Growth & Sustainability* **NEW!**
- Brand Equity & Positioning* **ENHANCED!**
- Content Marketing for Web, Mobile & Social Media*
- Customer Loyalty Marketing* **NEW!**
- Developing A Strategic Marketing Plan*
- Digital Marketing Measurement & Analytics*
- Effective B2B & Trade Marketing Strategies* **NEW!**
- Effective Marketing Strategies* **ENHANCED!**
- Fast Track Digital Marketing Training*
- Financial Modeling for Marketing Decisions*
- Google Partner Academy — Analytics Certification **NEW!**
- Integrated Digital Marketing Strategies*
- LinkedIn Marketing **NEW!**
- Marketing Creativity* **NEW!**
- Marketing Fundamentals*
- Mobile Marketing*
- Neuromarketing Bootcamp — Activating the 'Buy Mode' in Customer's Brain **NEW!**
- No-Cost & Low-Cost Marketing Techniques to Maximise Sales*

- Search Engine Optimisation (SEO) Marketing Training*
- Secrets of Email Marketing*
- Social Media Advocacy Strategies*
- Social Media and Online PR Training*
- Social Media Reputation & Crisis Management **NEW!**
- The Nuts & Bolts of Market Research*

COMMUNICATIONS

- Advanced Presentation Skills*
- Amazing Sticky Presentations — Presenting Complex Information in Simple, Effective & Exciting Ways **NEW!**
- Better Grammar for Professional Business Communications* **NEW!**
- Charts & Figures for Sharper Collaterals, Reports & Presentations*
- Copywriting for Marketing Materials*
- Creating Newsletters for Maximum Impact*
- Cross Cultural Communications*
- Developing A Strategic PR Communications Plan*
- Effective Crisis Management Communications
- Effective Presentation Skills*
- Leading Effective Meetings* **NEW!**
- Managing Media Relations*
- Mastering Corporate Communications*
- Negotiation Dynamics for Challenging Business Situations **NEW!**
- Perfecting the Media Pitch* **NEW!**
- Speak with Confidence for Personal & Professional Success
- Stakeholder Relationship Management*
- The Crucial Role of Internal Communications for Business Success **NEW!**
- Workplace Interpersonal Skills **ENHANCED!**
- Writing for Publications*
- Writing for Social Media: Engaging the Masses, Encouraging Customer Loyalty*
- Writing Persuasive Email & Letters that Get Results*

STRATEGIC THOUGHT LEADERSHIP **NEW!**

- Corporate Innovation Management
- Leading Organisation with Passion & Purpose for Performance
- Strategic Modern Market Orientation in Customer Centricity
- The New Paradigm of Marketing

SERVICE EXCELLENCE

- Customer Centricity & Empathy — Winning Over the Empowered Customer
- Design Thinking for Service Innovation & Ideation **NEW!**
- Effective Telephone Techniques to Engage & Influence Customers*
- Managing Customer Complaints & Feedback — Writing with Empathy & Tact*
- Managing Difficult Customers*
- Service Recovery Strategies*

EVENT MANAGEMENT

- Executive Certificate in Event Management*
- Planning & Managing Events*

BUSINESS MANAGEMENT

- Building & Managing Budgets Effectively for the Business **NEW!**
- Company Law for Business Managers* **NEW!**

- Contract Administration & Management*
- Contract Law for Non-Legal Professionals*
- Contract Law — Understanding the Concepts of a Contract*
- Costs & Costing for Effective Business Planning **NEW!**
- Creating a Winning Business Plan **NEW!**
- Essential Techniques for Drafting & Vetting Tenancy Agreements **NEW!**
- Essentials of Finance & Management Accounting for Non-Finance Professionals* **NEW!**
- Financial Modeling for Marketing Decisions*
- Managing Procurement Contracts & Agreements **NEW!**
- Practical Approach to Handling Debt Settlement & Recovery Issues **NEW!**
- Strategic Financial Planning & Capital Budgeting* **NEW!**
- Strategic Legal Writing for Managers* **NEW!**
- Understanding Contract Interpretation & Drafting Standard Commercial Clauses*
- Understanding Financial Statements & Annual Reports* **NEW!**

HUMAN CAPITAL MANAGEMENT

- Attract, Engage & Hire Job Seekers the Marketing Way **NEW!**
- Behavioural Interviewing Skills **NEW!**
- Developing Effective Training Needs Analysis (TNA)*
- Managing Difficult Colleagues & Situations at Work
- Social Media Recruitment Strategies **NEW!**
- Strategic Human Capital Management — Reinventing HR from the Classroom to the Boardroom **NEW!**

LEADERSHIP

- Business Acumen Leadership for High-Potentials* **NEW!**
- Creative Problem-Solving for Decision-Making* **ENHANCED!**
- Critical Thinking Skills for Breakthrough Performance* **ENHANCED!**
- Design Thinking Masterclass for Innovative Business Leaders **NEW!**
- Leading & Managing Project Teams **NEW!**
- Mindfulness in Management **NEW!**
- New Managers, New Leaders Bootcamp* **ENHANCED!**
- Personal Leadership — Motivating Self & Others to Achieve Peak Performance*

PERSONAL EFFECTIVENESS

- Confidence Boosting in 4Dimensions — Becoming the Powerful Person You Were Born to Be
- Cultivating Creative Thinking Habits **NEW!**
- Design Thinking — A Creative Approach to Problem Solving*
- Design Thinking Leadership — Language & Habits for Success & Performance **NEW!**
- Emotional Intelligence 2.0 — The Key to Improving Relationship, Work Performance and Success **NEW!**
- Managing Stress & Achieving Wellness
- Powerful Listening from the Inside Out
- Put Your Best Work Forward Everyday **NEW!**
- Speed Thinking **NEW!**
- Time & Stress Management

* Approved for SDF funding. For employer-sponsored Singaporeans and PRs only. + SMEs enjoy up to 85% funding! Visit www.skillsconnect.gov.sg or contact us for details. Companies can also enjoy 400% tax deductions and/or 60% cash payout under the Productivity and Innovation Credit (PIC) scheme. **20% Discount for MIS Members! 5% Group Discount for 3 or more participants.**

For detailed course outlines or to register, please visit www.mis.org.sg/seminars. Courses can be customised to meet your unique training needs.