

For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE LAUNCHES ASIA'S FIRST CERTIFIED  
SALES PROGRAMMES FOR SALES MANAGERS AND PROFESSIONALS**  
**In Collaboration with Sandler Training, the World's Leading  
Sales Training Institute**

**Singapore, 31 July 2009** – The Marketing Institute of Singapore is proud to present Asia's first certified sales programmes for sales managers and professionals in collaboration with JR Global Training Pte Ltd, the authorised licensee in Singapore of Sandler Training.

Titled the “Certified Sales Manager Programme” and “Certified Sales Professional Programme”, these intensive training courses are specially designed for sales managers to effectively and systematically manage their sales team, and sales professionals who are serious about improving their sales skills and advancing their professional selling career.

Providing participants with not only a vehicle to acquire knowledge and alter beliefs, these programmes will also include practice and skill checks to allow them to rehearse the elements of the Sandler Management System and Sandler Selling System week in and week out. The Sandler Training method, developed by the Sandler Systems, Inc, the world's leading sales training institute, uses adult learning models to ensure that competencies are taught and understood by each of the participants.

“Salespeople are the cornerstone of most businesses and the significance of their role has become even more critical with the highly competitive landscape we operate in today. Thus, as the National Body for Sales and Marketing, the Marketing Institute of Singapore has come up with these training programmes together with Sandler Training to certify sales managers and professionals with a mark of excellence that they can bring with them wherever they go. The first in the region, this certification will recognise the sales professionals with the sort of prestige that has so far been eluding the profession,” commented Mr Jefrey Gomez, Director of Membership and Executive Development Services at the Marketing Institute of Singapore.

“Sandler Training offers an innovative range of sales development skills, with a system that's been proven to work in many cultures and situations. The Sandler Training methodology has been adopted by some of the most successful companies in the world,” says Raymond McConnell, Managing Director of JR Global Training Pte Ltd. “We are excited about the partnership with the Marketing Institute of Singapore, which will bring together the National Body for Sales and Marketing and the world's leading provider of sales and management training.”

To meet the time demands of busy professionals, each session of both these programmes is designed to be a modular mini-course which participants can enter and exit training at any time instead of waiting months for the next session to start.

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#### **About the Marketing Institute of Singapore**

The Marketing Institute of Singapore is the national body for sales and marketing. Since 1973, the Institute has nurtured more than 40,000 students; sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its vision of "Creating Marketers". For more information of the Institute please visit [www.mis.edu.sg](http://www.mis.edu.sg).

#### **About JR Global Training Pte Ltd and Sandler Training**

JR Global Training Pte Ltd is the authorised licensee in Singapore of Sandler Training. Sandler Training, headquartered in Baltimore, Maryland, USA, is the leading provider of sales and management training with 225 licensed trainers throughout the U.S. and internationally. The company provides a full range of sales and management training programs, with powerful coordination and customisation benefits throughout its extensive franchise network. Among its many achievements, Sandler has been awarded the #1 ranking for training programs by Entrepreneur Magazine eight times since 1994, including the past three years 2006, 2007 and 2008. The company websites are located at [www.sandler.com.sg](http://www.sandler.com.sg) and [www.sandler.com](http://www.sandler.com).

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