



INSTITUTE OF MARKETING MALAYSIA

WOMEN IN SALES

One-Day Programme

Date : 12 January 2007 (Friday)

Time : 9.00 am - 5.00 pm

Venue: Crystal Crown Hotel, Petaling Jaya



Bryan Lo

SPEAKER'S PROFILE

Bryan has an MBA from University of Leicester, U.K., and is a Chartered Marketer and a Certified Financial Planner. Presently, he is the Branch Chairman of The Malaysian Association of The Chartered Institute of Marketing for Labuan FT and a Council Member of the Institute of Marketing Malaysia.

ABOUT THE PROGRAMME

- Objective** : To acquire the skills why women could become a great salesperson and the basics of selling skills for immediate application.
- Programme Outline** :
- * Sales as a Profession
 - * Women Can Be a Great Salesperson
 - * Prospecting
 - * Approaching the Customers
 - * Effective Presentation
 - * Successful Demonstration
 - * Assertive Negotiation
 - * Closing the Sale and After Sales Service
 - * Cultivating Self-motivation & Confidence
 - * Communication and Interpersonal Skills
 - * Sales Career Start-up and success
- Who Should Attend?** : Those who are engaged in sales or planning to venture into sales career
- Course Fees** : RM 300 per person
Inclusive of refreshments, lunch and seminar / presentation materials
- Certificate of Attendance** : A Certificate of Attendance will be awarded by IMM to all participants.

TO REGISTER * Call (603) 7874 3089 * Fax (603) 7876 3726 * Email info@imm.org.my



INSTITUTE OF MARKETING MALAYSIA

REGISTRATION FORM

Please complete and send together with remittance to:

Institute of Marketing Malaysia
1G-1st Floor, Bangunan SKPPK, Jalan SS9A/17
47300 Petaling Jaya, Selangor.
Fax: (03)7876 3726

Please register the following participant(s) for the Women in Sales One-day Programme on 12 January 2007.

No.	Name	Designation
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____

Enclosed is a Cheque/Bank draft No. _____ for RM _____ as payment for _____ participant(s) made in favour of INSTITUTE OF MARKETING MALAYSIA.

Contact Person :

Name : _____

Designation : _____

Organisation : _____

Address : _____

Tel: _____ , Fax : _____ , Email: _____

IMM Membership No.: _____

** All registration MUST be accompanied with payment.*

** No cancellation is allowed but a replacement delegate may be sent.*

**Institute of Marketing Malaysia reserves the right to cancel this seminar due to unforeseen circumstances.*

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