



***Are you a recognized Sales Management Professional?***

***IMC Singapore is offering a programme in Certificate in Sales Consultancy leading to Certified Sales Consultant (CSC) accreditation***

**Course Objective:** First of its kind, besides updating participants with the latest techniques in the various sales functions suited to small or medium enterprises (SME), the course will assist participants to understand the workings of a consultant and the tools required to make a consultancy job successful in a teaching language most comfortable to him/her.

**Who should attend and benefit:** Senior leaders in general management; divisional /department heads and anyone in supervisory position and wants an appreciation of the sales and sales consultancy functions.

**Course Content:** The course will cover all aspects of the sales function from managing the sales team to designing sales compensation scheme; different sales techniques for different products and services; sales forecasting and budgeting; marketing plan writing and SWOT analysis. A section of the course will be on sales consultancy focus with specific reference to ethical practices as sales consultant. This will give participants an appreciation of the workings of a consultant or what it takes to be a consultant, should a need arise.

**What participants will receive:**

This program is endorsed by IMCS' Examination Committee and qualifies for 36 hours of Continuing Professional Education (CPE) hours (12 each for Modules SM and QS. 6 for Module CE and SP). Participants will be awarded a Certificate in Sales Consultancy when successfully attend the entire course and complete all assignments with positive recommendation from the trainers. A Certificate of Participation will be awarded upon successful completion of each module.

**Course Trainers' Profile:**

**Dr Ian Chung** holds a PHD in Business Administration, a MBA in Marketing Management and a Bachelor degree in Mass Communication. He also holds Certificates in Business Process Re-engineering and Human Resource Management. He is a Practicing Management Consultant, Business Excellence Consultant, People Developer Consultant, Neuro-linguistic Program Trainer, Myers and Briggs Type Indicator Practitioner, DISC Trainer, Career Development Consultant, Advance Certificate in Training and Assessment and GEMs Trainer. He is the current President of Society of Sales and Service Specialists, Singapore (a society dedicated to provide training for the Chinese speaking community). Dr Chung is currently the only Chinese speaking NLP and MBTI trainer.

Dr. Chung has conducted consultancy and training extensively in the region covering countries such as China, Taiwan, Thailand, Malaysia and Indonesia. His clients include Axa Life; Great Eastern Insurance; John Hancock Insurance; Manulife Insurance; Agricultural Bank of China; Bank of China; China Construction Bank; Industrial and Commercial Bank of China; Changi Airport Authority of Singapore; Daikin; Emirate Airlines; Jumbo Group of Restaurants; Star Cruises

**Mr. PETER HUI KWOK THONG** holds a Bachelor of Business Administration from the University of Southern California, Los Angeles, USA; a CMC and a Council Member of the Institute of Management Consultants (Singapore), (an affiliate of the International Council of Management Consulting Institute); a Fellow of the British Chartered Management Institute and AMI Plant Engineer.

Mr. Hui has more than 20 years of management experience in businesses ranging from mechanical engineering, steel structures fabrication, logistics and warehousing equipment rental and distribution, rubber processing systems to property development.

Mr. Hui is certified by SPRING Singapore in the pioneer batch of Practicing Management Consultants, as well as a registered Specialist Consultant to the Asian Development Bank. As management consultant, he provides management consultancy services in areas of business development, preparation and implementation of strategic business plans, corporate training in business strategies, sales and marketing, and general management advisory to SMEs. He has conducted management consulting in countries such as Philippines, Maldives, Australia, and all ASEAN countries. As a corporate trainer, Mr. Hui has worked with MNCs both locally and in China.

**Mr. Philip Kee Tuang Loh** holds a Bachelor of Engineering (Hons), FCMC, PMC. Mr. Kee is the current Vice President of Institute of Management Consultants (Singapore).

As Managing Director and Principal Consultant of Luke Philips International Pte Ltd, Mr. Kee has wide -ranging experience in International and Singapore standards such as ISO 9001, 14001 and OHSAS 18001, BCM standards BS25999 and SS540 implementation training, consultancy and certification. His clients include major MNCs, local government departments and agencies and SMEs. He was the Regional Managing Director of BSI Singapore from 2004 until he retired in 2008. He has conducted many training programs based on BS25999 and SS540 in Singapore and Malaysia.

Philip is currently the external trainer and certification auditor for BSI Singapore for BS25999 and SS540 standards. He is bilingual in English and Mandarin in conducting consultancy and training.

**Course Dates:** The CSC is designed into 4 modules with each module lasting 2 days except for Module CE and SP which is 1 day.

Module SM: 7<sup>th</sup> & 14<sup>th</sup> Sep 2010 - Sales Team Management  
Module CE: 21<sup>st</sup> Sep 2010 - Consulting Ethics  
Module SP: 28<sup>th</sup> Sep 2010 - Sales Planning & Control  
Module QS: 5<sup>th</sup> & 12<sup>th</sup> Oct 2010 - Quality Customer Services for Sales Consultant

**Course Fees:** The normal course fee is S\$690.00 for two days module program and \$345.00 for one day module program. Fees include course materials and meals. ***The entire course of 4 modules costs \$2,070 per person. Enjoy a 10% discount off your course fee for each non-IMC member recommended.***

IMC members are entitled to 20% discount. Completion of this programme qualifies you for 36 CMC's CPE hours.

**Course Enquiry:** For more information on the course, please contact Institute of Management Consultants at Tel: 63721728 or email enquiry@imcsingapore.com with your query.

***The above course is an approved activity of the Institute of Management Consultants, Singapore (IMCS). Started in 1992, IMCS is Singapore's professional institute for awarding Certified Management Consultant (CMC) in Singapore which is recognized worldwide. Supported by SPRING Singapore, the Institute also awards Practicing Management Consultant (PMC) to local management consultants. Members of (IMCS) have a common goal in promoting consultancy as a necessary profession for the business community.***

## Registration

<b>INSTITUTE OF MANAGEMENT CONSULTANTS SINGAPORE</b>				
<b>Certificate in Sales Consultancy</b>				
Date: Module SM: 7 <sup>th</sup> & 14 <sup>th</sup> Sep 2010 Module CE: 21 <sup>st</sup> Sep 2010 Module SP: 28 <sup>th</sup> Sep 2010 Module QS: 5 <sup>th</sup> & 12 <sup>th</sup> Oct 2010 Time: 9am to 5pm (includes course materials and meals)  Course Fee: \$2070 per participant for 4 modules (includes course materials and meals)		Module SM / CE / SP / QS <i>(Please circle the modules attending according)</i>  Course Fee: \$690 per participant/per module except module 2 & 3 is at \$345		
Attendee(s) Name	Highest Educational Qualification*	Designation/Company*	Contact No	Email address
1.				
Billing address				
Contact person				

\* This information requested will assist in program planning to match participants' qualification and experience.

1. Registration: A place will be reserved for you once IMCS receives your registration and payment. Please make payment by cheque. All cheques should be made payable to **"IMC Consulting Group"** with the name(s) of the attendees and name of the course written on the back of the cheque.
2. Group Discounts: This can be considered. Please contact IMCS at email: [enquiry@imcsingapore.com](mailto:enquiry@imcsingapore.com) for more information.
3. Customized Courses: This can be arranged if there are sufficient participants from organizations or from similar industries.
4. Withdrawals by attendees: A full refund will be granted if notice of withdrawal is given 14 days before the commencement of the course. No refund will be granted if notice of withdrawal is given when the course commences, however, replacements are allowed within the same course.
5. Cancellation: IMCS reserves the right to change or cancel the course due to unforeseen circumstances and IMCS will grant refunds.
6. Course Venue: Subject to the size of enrolment for each course, the course venue will be notified in advance.
7. Upon completion of registration form, please either fax it back to: +65 6372 1727 or email it back to: [enquiry@imcsingapore.com](mailto:enquiry@imcsingapore.com)

