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Date:  
**24th August 2011**  
**Wednesday,**  
**9.30am to 5.30pm**

Duration:  
**1-day**

Course Fee:  
**SGD 688**

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# Sun Tzu Art of War in Winning Profitable Sales & Marketing Strategies

## COURSE OBJECTIVE

1-day intensive and practical program that will cut short the learning curve by highlighting how to adapt, link and apply Sun Tzu's Warring Strategies to your daily sales, marketing and business development efforts making the **BUSINESS WARRIORS out of you to win, generate and close more profitable and recurring businesses.**

*This program is a step-by-step learning of the key concepts within Sun Tzu's 13 Chapters that challenge minds towards attaining victory, not just to win, to create sustainable revenue and profit for your organization.*

## PROGRAMME OVERVIEW

Globalization and regionalization have drastically change the way businesses are done, coupled with lots of uncertain economic environment, the **BUSINESS WARS** are getting harder and more confusing to fight; the sales "war" we are fighting, the changes in market place and the demanding needs of meeting customers' needs require the revenue generating department be armed with the knowledge thinking and tactics to win customers both in MARKET SHARE and MIND SHARE.

***It is no longer good enough to just close sales but sales must be profitable and sales must be sustainable for maximum return-of-investment at lower cost.*** Corporations big and small are always looking for better ways to increase sales, especially in the today's highly complicated and competitive market place.

These successful business principles can be found and were first conceptualized 2,500 years ago in ancient China by one of history's greatest strategist, Sun Tzu, his concept is used and adapted by world business and political leaders.

We will provide insights to how businesses could effectively adapt Sun Tzu's warring concept to modern business strategies to create new innovative approaches to sales and marketing management.

## KEY COURSE LEARNINGS AND APPLICATIONS

Attend and learn why Sun Tzu said **"a good general win war without conflict..."**

## **Sun Tzu's Warring Philosophy adapted to today's business world:**

### **Chapter 1:**

#### **Planning and Analysis**

*Competitive Market place analysis*

### **Chapter 2:**

#### **Going for Battle**

*Selling choices and sphere of sales*

### **Chapter 3:**

#### **Planning an Attack**

*knowing your victory territories*

### **Chapter 4:**

#### **Positioning**

*Sales & Marketing EUSP*

### **Chapter 5:**

#### **Momentum of War**

*Buying Motivations of Customers*

### **Chapter 6:**

#### **Strengths & Weaknesses**

*Product and Services Differentiations*

### **Chapter 7:**

#### **Armed Conflict**

*Contacting the customers*

### **Chapter 8:**

#### **Adaptability**

*Conditions of sales*

### **Chapter 9:**

#### **Armed Troops**

*Moving your sales forward*

### **Chapter 10:**

#### **Field Position**

*Customer relationship management*

### **Chapter 11:**

#### **Types of Terrain**

*Sales & marketing obstacles*

### **Chapter 12:**

#### **Attacking with Fire**

*Knowing customers' pain factors*

### **Chapter 13:**

#### **Using intelligent**

*Marketing intelligent and usage*

## **TRAINER'S PROFILE - MR. ALAN GO**



Alan Go, is an independent business consultant, he has over 15 years of sales, marketing and business development experience working in Business Trade Conferencing and Exhibition, Training and Education, IT and business outsourcing services sectors. Alan has held positions such as Group Marketing Communications Manager, Marketing Director, Regional Business Director, CEO and Senior Vice President Group Business Development before starting his own company, CMCresco Pte Ltd focusing on business training programs.

He has conducted numerous programs in sales, marketing and revenue management programs for over 10 years, where he share proven strategies and learning with executives of all levels. His training is highly practical, relevant and applicable to daily management of the sales and revenue processes. To date, he has trained more than 3500 executives from over 2500 organizations from all industries in Singapore, Malaysia, Thailand, Indonesia, Brunei, Vietnam, Sri Lanka and Cambodia. He is an excellent trainer and coach with a personal style that never fails to engage the audience. A highly motivated trainer, he specializes in the business psychology of customers and teaches strategies to enhance the sales and revenue management process to increase mindshare, market share and new market creations

Some companies that have attended his training include, Public Bank, Bank of China, Standard Chartered Bank, Bank BCA, Canon, Nestle Singapore, Bank Islam Brunei Darussalam, Lexis Nexis, Zuellig Pharma, NTUC Income, DBS Bank, Bank BN, Terrapinn, Linguaphone Distributions, Singapore Expo, MobileOne, Thananchart Bank, AIA, Resorts World Sdn Bhd, COURTS Megastore, DHL International, Fedex, Procter & Gamble, Inland Revenue Authority of Singapore, Brunei Ministry of Finance and Singtel amongst others.

Alan graduated with distinction from University of Oklahoma, USA with a Degree in Mass Communications majoring in Advertising and has an MBA (international) with Edith Cowan University, Australia.

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