

# Making Something Out of Nothing in Sales & Marketing by Wekie Tay



Decide with Confidence

## INTRODUCTION

It has always been a vital skill to create something out of nothing for salespeople and marketers. Successful companies use innovative strategies and creative techniques to generate long lasting revenue. This course will help participants embark on the path to greater profitability and marketing success through the art of being able to make something out of nothing for their organizations.

## LEARNING OBJECTIVES

On completing this program, participants will:

- Understand the truth behind marketing and selling
- Discover ways to create something out of nothing
- Better position their products for improved sales results
- Appreciate the strategies of selling with nothing
- Utilize the methods and techniques for increasing their sales results
- Apply effective ways to increase their marketing potential for greater profitability

The course will:

- employ powerful and dynamic presentations techniques that will increase knowledge, enhance learning, heighten motivation and awareness
- facilitate role play sessions in realistic sales scenarios and other experiential activities for maximized effectiveness in learning
- include interactive tools to “probe the comfort zone”
- include group discussions and feedback to maximize the participants’ learning abilities

## COURSE OUTLINE

- What Sales and Marketing is Really About?
- How to Get Something Out of Nothing?
- The Key Values and Characteristics in Selling and Marketing
- What Makes Your Product Sell?
- What do Customers Really Want and Return to Buy?
- How do Your Product and Services Impact Your Customers?
- The Art of Positioning of Your Products
- How to Be Creative in Sales and Marketing?
- Generating Greater Profits by Creating Something Out of Nothing
- How to Expand Your Market with Nothing on Hand?
- Increasing Your Selling and Marketing Potential of Your Products

### ABOUT THE TRAINER – MR WEKIE TAY

**BA, DTM NLP Trainer (USA), NLP Master Prac, Design  
Human Engin. Prac. (USA), Mind Mastery Prac. (Aust.),  
American Management Association Certified Trainer**

Mr. Wekie Tay brings with him over 19 years of experience in conducting numerous talks, training workshops and keynote speeches for hundreds of multi-national corporations, government agencies, organizations, and schools on a myriad of professional development and life skills.

Wekie's various expertise and topics trained include leadership empowerment, Neuro Linguistic Programming (N.L.P), persuasion, sales and marketing, negotiation, customer service, presentation and public speaking skills, interviewing skills, creative thinking, problem solving, education, communication, studying and learning skills, thinking and mind-brain power, enrichment management, group dynamics, human resource, enrichment, Dating, Attraction and Relationships (DARE), emotional management, stress management, worklife balance, motivation and life passion, confidence building, belief empowerment and more.

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**Date:** 28<sup>th</sup> April 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:**  S\$410 for D&B Subscriber  S\$490 for Non-subscriber  
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply) – Applicable only for Cheque/GIRO payment
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

**EARLY BIRD – Fax in your registration before 5<sup>th</sup> March to receive a 10% off regular fee  
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

D&B subscription units (Account no: \_\_\_\_\_)  
 \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*  
 \* VISA  Mastercard  Amex  
**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_ *(\*GST applies for cheque & credit card payment)*

## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances.