



营销 新领袖 锐变计划

助您以空前成就，腾飞胜任营销经理一职

培养领导人才 · 优化企业绩效

营销管理 其实与管理关系不大，却与领导、培训与激励息息相关。无论您是刚擢升为主管的优秀行销人员或是雄心壮志欲提升个人技能的营销经理，这两天深入细致的讲习班都是特别为**您**而设的。

从行销人员擢升为销售主管可能是职场最具挑战性的转变。因为它需要全新技能，却又很可能缺乏培训。而这充分有力的营销新领袖锐变讲习班正能协助您把所学心得跨越讲堂，平稳成功地锐变为高影响力销售主管。您将能学以致用，安然处理任何状况，更有效地激励员工，提升生产力，达到目标。

计划纲要



浩添

销售效能系列

在两天充实且实用的讲习班中，我们将指导您作为领导所需要的重要技能与行动计划，让您胸有成竹，稳操胜券。

此讲习班乃根据“浩添成功胜任模式”编写，提供学员提升自我觉醒建立管理与领导才能关键的第一步；并协助新晋领导从速进入状态，达成公司目标，优化投资回报。

我们实施模块化学习策略，有效地弥补潜在的绩效差距。

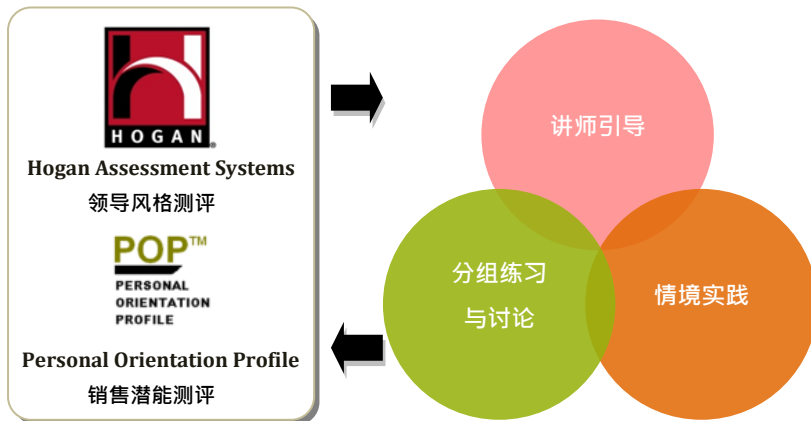


您将可以从修身律己，领导群雄到主导业绩各模块中，洞悉如何：

- 建立自信心，威信和赢取下属合作。
- 尽责掌控您的工作，立即赚取员工尊敬。
- 避免许多破坏新主管的问题。
- 帮助下属保持斗志高昂，成为高绩效员工。
- 立即打造具体，积极的成果。

一套完整、整体的方案

我们沿用科学测评工具识别个人需求，并运用一套经验证的讲习方式以增强学习绩效：



并且，您将获取：

1. 一份 Hogan 测评报告；
2. 一份 POP 7 测评报告；及
3. 一切所学 — 讲义与工具。

谁应该参与？

此讲习班是特别为新晋营销经理和未来领导，或在位少于两年但未曾参与任何相关课程的营销经理而设的。

讲习班大纲

简介

- 您准备好肩负更重的责任吗？
- 上岗头 90 天 - 成功过渡的基本原则
- 制定路线，奠定成功的基础

模块 1 – 修身律己

- 忘记背后，展望将来
- 修身律己：从“心”出发
- 是什么成就一名领袖？智商或情商？
- 专业信誉
- 掌控工作重点，有效管理时间

模块 2 – 领导群雄

- 建立与管理高效团队
- 人才开发与绩效辅导
- 有效地委托您的工作
- 乐业员工的力量
- 冲突与异意处理

模块 3 – 主导业绩

- 绩效管理
- 管理重要关系
- 成功人际沟通技巧
- 主导革新
- 解决问题与决策技巧

模块 4 – 现在就实行您的计划吧

- “我在头 90 天最应该做的十件大事。”

讲师简介

何铭举 亚洲区咨询及客户服务总监

何铭举先生拥有在税务业两年，人寿保险业十五年，共超过十七年的丰富工作经验。

1993年，铭举从德勤税务服务开始了他的职业生涯，随后于1995年转入人寿保险业，任职于大东方人寿保险。他于1997年加入美国友邦保险(AIA)，十年间在才能开发、业务诊断调解、财务管理、策略结构重组、业务金融及人力统计分析等领域拥有非凡成就。2000至2005年期间，他更成为“管理层继任计划”以及香港亚太区总办事处“AIA特别人才培训计划”的核心成员。

铭举于2006年加入ING保险，任职总监兼副总裁-销售营运长及ING销售学院院长，主要负责政策与规管、代理员福利、绩效教练及人才发展，直接向销售营运高级总监及ING区域总代理办事处(香港)汇报。

2006至2009年期间，铭举担任ING亚太中理事会(APTA)兼ING区域总办事处(香港)产品革新理事会委员，负责APTA两大计划(代理员销售营运福利计划与代理员培训计划)，涉及8个业务单位—马来西亚、泰国、大连、上海、台湾、香港、韩国、印度；并参与另外12项APTA计划。他又代表ING参加马来西亚监管机构的对话会议、行业调查、论坛等，同时担任马来西亚寿险公会(LIAM)教育统筹委员会及销售营运委员会委员。

专业经验

- **总监兼副总裁 - 销售营运长及ING销售学院院长**
马来西亚ING保险有限公司
- **吉隆坡总公司客户服务中心及客户关系部高级经理**
霹靂州客户服务中心经理
美国友邦保险有限公司(AIA)
- **区域培训师(北马)**
大东方人寿保险(马来西亚)有限公司
- **税务顾问**
马来西亚德勤税务服务公司

专业资格

- **特许会员**
英国皇家特许公司秘书及行政主管协会
- **注册财务策划师(RFP)**
马来西亚财务规划理事会会员(MFPC)
- **秘书实践小组会员**
马来西亚特许公司秘书及行政主管协会(MAICSA)

授权使用者

- POP™
- Hogan 测评系统
- BarOn EQ-i®

计划详情:

- **形式:** 公开讲习班与企业内训皆有
- **时间:** 2天·每天0900点至1700点

公开讲习班:

时间与地点

- **新加坡:** 2011年8月16-17日
- **马来西亚, 吉隆坡:** 2011年7月20-21日
- **中国香港:** 2011年8月10-11日
- **中国上海:** 2011年7月25-26日
- **中国北京:** 2011年7月28-29日

开班2星期前截止登记。

费用

- **新加坡:** 每人星币 1,500 + 7% 销售税
- **马来西亚:** 每人马币 3,500 + 6% 服务税
- **中国香港:** 每人港币 10,000
- **中国大陆:** 每人人民币 9,010

该讲习班已限定人数以确保优质学习环境。请提早登记，以免向隅。

请填写相关资料·把表格电邮至 mtan@optimalconsulting.com.sg 或传真至

+8621 6087 5893 陈秋銮小姐收

首选地点		<input type="checkbox"/> 新加坡
		<input type="checkbox"/> 马来西亚·吉隆坡
		<input type="checkbox"/> 中国香港
		<input type="checkbox"/> 中国上海
		<input type="checkbox"/> 中国北京
公司名称		
参加人数		
发票地址		
		抬头:
参与者 1	姓名	
	职位	
	电话直线	
	电邮	
	国家	
参与者 2	姓名	
	职位	
	电话直线	
	电邮	
	国家	
		饮食要求



如欲查詢有關詳情或了解浩添的服務·歡迎與我們聯絡:

- 新加坡 电话: **+65 6549 7745** | 传真: **+65 6327 8276**
- 马来西亚 电话: **+603 6205 3728** | 传真: **+603 6205 3729**
- 香港 电话: **+852 2166 8052** | 传真: **+852 2806 1618**
- 中国大陆 电话: **+8621 6075 2678** | 传真: **+8621 6087 5893**





Sales Leadership Transformation Programme

MAKING THE GREAT LEAP TO SALES
MANAGER WITH UNPRECEDENTED SUCCESS

DEVELOPING LEADERS • OPTIMISING PERFORMANCE

Sales management has little to do with managing but everything to do with leading, coaching and motivating. Whether you're a great salesperson who has just been promoted into a management role, or an aspiring sales manager looking to raise your skills to a higher level – This two-day intensive development programme is designed specifically for **YOU**.

The leap from salesperson to sales manager is perhaps one of the most challenging transitions in business simply because it is a role change that requires new skill sets, yet there may be insufficient training available. This powerful **Sales Leadership Transformation Programme** takes you beyond training to develop and deliver an impactful sales leadership, making your transition smoother and more successful. You will use what you learn right away, handle any situations with ease, and be better equipped to keep your people motivated, productive, and on target.

Programme Elements



Sales Force
Effectiveness
Capabilities

In two solid days of practical training, we will demonstrate and drive home the essential skills you will need to step confidently into a leadership role with an action plan in hand.

This programme is designed based on the **Optimal Success Profile Framework**, which acts as a powerful first step toward building management and leadership capabilities. Through an enhanced self awareness, it enables new leaders to get up to speed more rapidly, leading to faster realisation of company goals and higher return on investment.

Modular learning strategy is implemented to effectively bridge the potential performance gaps.

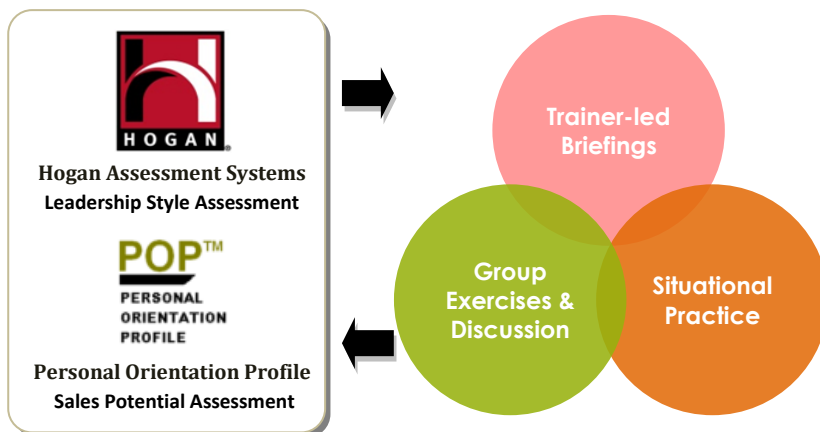


You will gain insights into everything from **Leading Self** to **Leading Others** and ultimately **Leading Performance** in the workplace, especially on how to:

- Build confidence, project authority, and gain cooperation from your staff
- Take charge of your job and earn immediate respect from your people
- Avoid the problems that sabotage many new managers
- Help your team members become top performers and stay motivated
- Produce concrete, positive results right away

An Integrated, Holistic Approach

We leverage scientific assessment tools to identify individual needs and use a combination of proven training methods to enhance training effectiveness:



Plus: You'll take home:

1. Hogan Assessments & a set of HoganLEAD Reports;
2. POP 7.0 Assessment & Report; and
3. Everything you learn, i.e. the comprehensive workbook and/with tools.

Who Should Participate

This programme is exclusively designed for newly promoted sales managers, managers in the pipeline, and existing managers (less than 2 years) whom have never received similar training.

Content Outlines

Introduction

- Are You Ready To Play A Bigger Game?
- The first 90 days – fundamental principles for successful transitions
- Charting your course, laying the ground work for success

Part 1 – Leading Self

- Make a break from the past and start learning for the future
- Leading From Within
- What Makes A Leader? IQ or EQ?
- Professional Credibility
- Focusing Your Priorities, Managing Your Time

Part 2 – Leading Others

- Building and Managing Effective Team
- Talent Development & Performance Coaching
- Effective Delegation
- The Power of Engagement
- Managerial Courage
- Managing Diversity

Part 3 – Leading Performance

- Performance Management
- Managing Key Relationship
- Effective Inter-personal Skills
- Leading Change
- Problem Solving & Decision Making

Part 4 – Kick Start Your Plan Now

- **“What are the ten MOST IMPORTANT things that I should do in my first 90**



Facilitator Profile

Mr. HO Ming Kee is the Director of Consulting and Client Services, Asia, at Optimal Consulting Group. He has more than 17 years working experience, 2 years in Tax Services and 15 years in Life Insurance industry.

In 1993, Ming Kee started his career with Deloitte Tax Services before switching to life insurance industry, Great Eastern Life Assurance in 1995. He joined American International Assurance (AIA) in 1997. From 2000 to 2005, he was a core member of the "AIG People Building Programme" and the "AIA Management Forum" in AIA Regional Office, Hong Kong. For almost a decade, he has proven track records in operations trouble shooting, budgetary control, financial analysis, strategic restructuring and change management.

Ming Kee joined ING Insurance Berhad in 2006. His last appointment with ING Insurance was the Director, Head of Retail Distribution Services and Head of ING Sales Academy. His primary tasks include governance & compliance, agency compensation, performance coaching and talent development.

From 2006 – 2009 Ming Kee was a member of the Asia Pacific Tied Agency (APTA) Council & Products Innovation Board in ING Hong Kong Regional Office; heading 2 APTA major projects (Tied Agency Distribution & Compensation and Training) involving 8 Business Units, viz. Malaysia, Thailand, Dalian, Shanghai, Taiwan, Hong Kong, Korea & India and also involved in another 12 APTA Projects. He represented ING for local Regulators' dialogue sessions, industry survey, forum, etc. and a member of the Education Committee & Distribution Committee in The Life Insurance Association Malaysia (LIAM).

PROFESSIONAL EXPERIENCE

- **Director (Vice President) - Head of Retail Distribution Services & Head of ING Sales Academy**
ING Insurance Berhad
- **Head of Customer Care Centre & Customer Relations Unit – KL Head Office Service Centre Manager - Perak Region**
American International Assurance Co. Ltd.
- **Regional Trainer (North)**
Great Eastern Life Assurance (Malaysia) Berhad
- **Tax Senior**
Deloitte & Touche / Kassim Chan Tax Services

PROFESSIONAL QUALIFICATION

- **Chartered Associate**
Institute of Chartered Secretaries and Administrator, UK
- **Registered Financial Planner (RFP)**
Malaysian Financial Planning Council (MFPC)
- **The Company Secretaries Practice Group**
Malaysian Association Institute of Chartered Secretaries and Administrator, KL (MAICSA)

LICENSED USER

- **POP™**
- **Hogan Assessment Systems**
- **BarOn EQ-i®**

Participation Details

- **Format:** PUBLIC & IN-HOUSE programme available
- **Duration:** 2 days, 0900-1700 daily

Public Programmes:

Dates & Locations

- **Singapore:** Aug 16-17, 2011
- **Kuala Lumpur, Malaysia:** Jul 20-21, 2011
- **Hong Kong:** Aug 10-11, 2011
- **Shanghai, China:** Jul 25-26, 2011
- **Beijing, China:** Jul 28-29, 2011

REGISTRATION CLOSING TWO (2) WEEKS PRIOR TO EACH PROGRAMME DATE

Participation Fee

- **Singapore:** SGD 1,500 + 7% GST per pax
- **Malaysia:** RM 3,500 + 6% Service Tax per pax
- **Hong Kong:** HKD 10,000 per pax
- **China:** RMB 9,010 per pax

Register Now for the Sales Leadership Transformation Programme!
The programme has restricted seating to ensure a high-quality learning environment.

Please check the appropriate box and return completed form to **Melissa TAN** at mtan@optimalconsulting.com.sg or fax to **+8621 6087 5893**

Preferred programme location		<input type="checkbox"/> SINGAPORE
		<input type="checkbox"/> Kuala Lumpur, MALAYSIA
		<input type="checkbox"/> Hong Kong
		<input type="checkbox"/> Shanghai, CHINA
		<input type="checkbox"/> Beijing, CHINA
Organisation Name		
No. of Participants		
Invoice Address		
		Attention To:
Participant 1	Name	
	Designation	
	Direct Tel	
	Email	
	Country	
Participant 2	Designation	
	Direct Tel	
	Email	
	Country	
	Dietary Requests	



For further information, please contact the office nearest you

SINGAPORE T: +65 6549 7745 | F: +65 6327 8276
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