



“Tell me and I'll forget; show me and I may remember; involve me and I'll understand.”

**BANKING**



## Programs

### Academic programs

- Certificate
- Diploma
- Advanced Diploma

### Short courses

- Leadership
- Sales & Marketing
- Banking
- Human Resources
- Customer Service
- Communication
- Others



“Smart Team training has provided us an insight into industry practices, which benefited our company.”

## SMART TEAM CORPORATE

### DIRECTORY

“Education is learning what you didn't even know you didn't know.”

We hope that this program will equip you with the desired learning outcome and results. We encourage you to keep an open mind and participate actively in order to derive the full benefits from the program. You will gain in terms of personal skills, knowledge acquisition and experiential sharing, and also in enriching your networks and communities of practice throughout your managerial career growth. How much you get out of this program depends on how much you put in. Hence, your future is what you make out of it.

# 2008



## Get in Touch

### CORPORATE OFFICE

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## Explore new boundaries

SmartTeam was founded in year 2000 and we are proud to be the National Management Organization committed to the development of management leadership and excellence in Singapore and the Asia Pacific Region. The training team is also formed by a group of qualified and skilled professionals with both academic and practical experience

with staggered years in a wide range of industries. We aim to be the leading provider of quality education and training in the Asia Pacific region. To do so, our qualified professionals are committed to help you to pursue career advancement or further your technical knowledge. The course will

be conducted with real life examples and case studies. The training module is to provide all learning, coaching and development necessary for all levels of staff to perform their job effectively. Through our professional and corporate training as well as professional certification and talent management development programs



As in-house and public programs, we aim to impart a culture of excellence in management learning and practice. We hope that this program will equip you with the desired learning outcome and results. We encourage you to keep an open mind and participate actively in order to

derive the full benefits from the program. You will gain in terms of personal skills, knowledge acquisition and experiential sharing, and also in enriching your networks and communities of practice throughout your managerial career

Smart Team conducts training and provides management consultancy services for our overseas clients in line with their business needs. As an institution that maximizes the potential of individuals and organizations through the quality provision of globally recognized programs, we can adapt, tailor and integrate our training programs to meet your company's specific business needs.



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COURSE TITLE	LCCI INTERNATIONAL QUALIFICATIONS	COURSE FEE	DURATION
<b>Marketing &amp; Customer Service</b>	<ul style="list-style-type: none"> <li>▪ Customer Service Level 2 &amp; 3</li> <li>▪ Introductory Certificate in Marketing</li> <li>▪ Marketing Level 2 &amp; 3</li> <li>▪ Selling &amp; Sales Management</li> <li>▪ Internet Marketing</li> </ul>	\$620	1 ½ - 2 months
<b>Business Administration &amp; IT Qualifications</b>	<ul style="list-style-type: none"> <li>▪ Call Centre Operations Level 2 &amp; 3</li> <li>▪ Practical word processing</li> <li>▪ Practical ICT Skills</li> <li>▪ Using the Internet</li> </ul>	\$620	1 ½ - 2 months
<b>Language Qualifications</b>	<ul style="list-style-type: none"> <li>▪ English for Business (EFB)</li> <li>▪ Practical Business English (PBE)</li> <li>▪ Spoken English for Industry and Commerce (SEFIC)</li> </ul>	\$620	1 ½ - 2 months

CAREERS	UNIVERSITIES	PROFESSIONAL BODIES
Companies all over the world use LCCI qualifications to satisfy their training and development needs	LCCI qualifications equip students with a firm academic foundation to face the rigors of higher education. Universities in the UK, Canada, Australia and New Zealand permit LCCI diploma holders admission to degree courses	Many students use LCCI qualifications as a springboard to professional studies

COURSE TITLE	DESCRIPTION	COURSE FEE	DURATION
<b>Smart Team – Certificate in Telemarketing &amp; Customer Service</b>	<p><b>COURSE SYNOPSIS</b></p> <p>This is a 6 months modular program, which covers SmartCall, SmartTel &amp; SmartFocus. This course provides an introduction to the proprietary SmartCall© Process for Superior Telemarketing performance. SmartCall© is an innovative approach towards telemarketing which aim sat achieving superior sales closure results, enhanced customer satisfaction and recurrent sales opportunities.</p> <p>SmartTel© provides an innovative tactical approach towards delivering results, thru better understanding research data and its analysis forming a platform for marketing fundamentals. This will enhance customer satisfaction, recurrent sales opportunities and customer relationship management. SmartFocus© covers the strategic aspect of marketing</p>	SmartCall: \$650  SmartTel: \$650  SmartFocus \$960	<b>6 months</b>
<b>Smart Team – Diploma in Business &amp; Marketing</b>	<p><b>COURSE SYNOPSIS</b></p> <p>The Diploma in Business and Marketing provides students with a strong foundation of a broad-based business and marketing education. Students will also acquire specialized knowledge in diversified field of marketing environment study, marketing research, planning and international marketing. This will place them in good stead for flexible career options and further educational advancement. The modules are designed to deliver current market practices with underlying of marketing concepts and theories. The Diploma in Business and Marketing will form a good foundation of advance learning into the field of Marketing.</p>	\$3,900	<b>10 months</b>
<b>Smart Team – Advanced Diploma in Business &amp; Marketing</b>	<p><b>COURSE SYNOPSIS</b></p> <p>The Advanced Diploma in Business and Marketing will path students to higher learning in this field. This course provides students with a strong foundation of a broad-based business and marketing education. Students will acquire specialized knowledge in the diversified field of marketing environment such as marketing communication, marketing planning and strategic marketing decision. The course also covers the principles of Finance and Accounting, and Economics, which give students a holistic learning in this field. The advanced diploma will place students in a good stead for flexible career options and further educational advancement.</p>	\$3,900	<b>10 months</b>
<b>LCCI Diploma in Marketing Level 2</b>	<p>For more than 100 years, LCCI International Qualifications have been widely recognized for its standards of excellence, value and trusted by employers worldwide. LCCI Diplomas also carry international recognition from universities and professional bodies</p>	\$1,850	<b>4 months</b>
<b>LCCI Diploma in Marketing Level 3</b>	<p>For more than 100 years, LCCI International Qualifications have been widely recognized for its standards of excellence, value and trusted by employers worldwide. LCCI Diplomas also carry international recognition from universities and professional bodies</p>	\$2,350	<b>6 months</b>

## EXECUTIVE TRAINING 2008 TRAINING CALENDER

No.	Course Title	Course ID	Course Fees	Duration (Days)
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### Leadership & influence

1	The Art of Leadership and Management	LI0001	\$250	2
2	Change Management	LI0002	\$250	2
3	Building High performance teams	LI0003	\$250	2
4	The Art of Influencing	LI0004	\$85	1

### Banking & Finance

1	Introduction to Retail Banking	BF0001	\$250	2
2	Introduction to Money markets	BF0002	\$250	2
3	Introduction to Foreign Exchange	BF0003	\$250	2
4	Marketing in a banking environment	BF0004	\$250	2
5	Introduction to Credit Markets	BF0005	\$250	2
6	Introduction to Wealth Management	BF0006	\$150	1

### Sales & Marketing

1	101 Tips for online marketing success	SM0001	\$85	1
2	Strategies and skills for successful selling	SM0002	\$85	1
3	Developing essential skills in customer handling and management skills in call centre operations	SM0003	\$250	2
4	Strategic Marketing	SM0004	\$250	2
5	Customer Relationship Management	SM0005	\$200	2
6	Marketing for non-marketers	SM0006	\$175	2

### Human Resource Management & Development

1	Conducting effective performance appraisals	HR0001	\$85	1
2	Team leadership – creating high performance team	HR0002	\$85	1
3	Conducting effective training needs analysis	HR0003	\$85	1
4	Techniques of hiring & firing	HR0004	\$85	1
5	How to ace an interview	HR0005	\$85	1

### Information Technology

1	Basic Office skills	IT0001	\$85	1
2	Blogging as a business	IT0002	\$85	1
3	Web 2.0 & harnessing the internet for business	IT0003	\$150	2

### Customer Service

1	Developing a customer focused strategy for excellent service	CS0001	\$85	1
2	The heart & art of delightful customer service	CS0002	\$85	1
3	Telephone skills with the Customer in mind	CS0003	\$175	2
4	Managing customers for repeated sales	CS0004	\$175	2
5	Excellent service leadership	CS0005	\$200	2
6	Building self confidence	CS0006	\$175	2

**Sustainability – Going Green**

1	Learning for a sustainable future	SG0001	\$85	1
2	Reducing your carbon footprint	SG0002	\$85	1

**Project Management**

1	Unlock the secret to successful project management	PM0001	\$200	2
2	Fundamentals of project management	PM0002	\$200	2

**Communication skills**

1	Effective negotiation	CM0001	\$85	1
2	Etiquette and essentials of email writing	CM0002	\$85	1
3	Basic written & spoken English (12 lessons)	CM0003	\$270	
4	Business English (12 lessons)	CM0004	\$350	
5	Business Mandarin (12 lessons)	CM0005	\$350	
5	Effective report writing	CM0006	\$85	1
6	Effective presentation skills	CM0007	\$150	2

**Insurance & Financial Planning**

1	Financial Planning	IF0001	\$150	2
2	Introduction to General Insurance	IF0002	\$85	1

**Others**

1	Franchising	OR0001	\$85	1
2	Retailing	OR0002	\$85	1
3	Personal Grooming	OR0003	\$85	1
4	Body language	OR0004	\$85	1
5	Visual Merchandising	OR0005	\$85	1
6	Everything you need to know in the stock market	OR0006	\$85	1
7	Everything you need to know for unit trusts	OR0007	\$85	1
8	Everything you need to know in the property market	OR0008	\$85	1
9	Media advertising	OR0009	\$85	1
10	Getting funding for your business	OR0010	\$85	1

## PA Marketplace of courses

COURSE TITLE	DESCRIPTION	COURSE TITLE	DESCRIPTION
<b>Smart Team - Telephone skills for employees (POO1SMART1)</b>	<b>COURSE SYNOPSIS</b> The training workshop is customized to provide all learning, coaching and development for all levels of staff to handle customer service on the phone effectively. It covers the full fledged process of 'call opening', 'call development' and 'call closure' In addition, it will cover the technique of handling difficult customers.	<b>Smart Team - How to set up your own business (P001SMART2)</b>	<b>COURSE SYNOPSIS</b> The training workshop is customized to provide all tips and techniques to set up your own business or company. In addition, it will cover the pitfalls of setting up a business and the step-by-step process. Actual case study will be provided.
<b>Smart Team - Marketing for teenagers (POO1SMART3)</b>	<b>COURSE SYNOPSIS</b> The training workshop is customized to coach teenagers the art of marketing themselves in different situations. In addition, it will cover the art of presenting themselves positively at various events or social functions.	<b>Smart Team - Franchising (P001SMART4)</b>	<b>COURSE SYNOPSIS</b> The training workshop is customized to provide all tips and techniques in identifying and managing a franchise. In addition, it will cover the pitfalls of managing a franchise and the step-by-step process. Actual case study will be provided.
<b>Smart Team - How to do well for your school or job interview (POO1SMART5)</b>	<b>COURSE SYNOPSIS</b> The training workshop is customized to provide all tips and techniques to ace an interview. In addition, it will cover the ten golden rules of interview and the step-by-step process. Practice session will be included.	<b>Smart Team - Building self confidence for teenagers (POO1SMART6)</b>	<b>COURSE SYNOPSIS</b> The training workshop is customized to provide techniques of motivating yourself and the people around you.
<b>Smart Team - Everything you need to know about your credit report (POO1SMART7)</b>	<b>COURSE SYNOPSIS</b> The training workshop is customized to provide everything you need to know about credit report, credit bureau and the importance of what your credit report is used for.	<b>Smart Team - Everything you need to know about unit trusts (POO1SMART8)</b>	<b>COURSE SYNOPSIS</b> The training workshop is customized to provide everything you need to know about unit trusts and their strategies.
<b>Smart Team - Strategies and skills for successful selling (POO1SMART9)</b>	<b>The training workshop is customized to provide the golden rules of marketing, and provides you with the techniques used by successful marketers to market successfully in their job.</b>		