



EFFECTIVE MANDARIN FOR SALES PRESENTATION

Are You Looking for a Breakthrough into the Chinese HNWI Market?

 **17 April 2023, Mon**  **Singapore Shopping Centre**
(unit to be confirmed)

 **09:00AM to 05:00PM**



Register Here!

INTRODUCTION

This one-day course will equip you and raise your confidence in speaking to your Mandarin-speaking clients about estate and financial planning. Raise your mastery level in communicating effectively in Mandarin.

Note: Trainees must have at least a basic ability in conversational Mandarin.



Victor Tang
Personal Wealth Director
TOT Top Advisor
Estate Planner

OUR TRAINER

Victor has for the past 20 years been serving Mandarin speaking clients from mainland China, Taiwan, Malaysia, Indonesia and Thailand. He found great success in his work particularly in providing estate and financial planning to Mandarin speakers in the region. He is a regular guest speaker on various Mandarin media ranging from Channel 8, Good Morning Singapore to Hello Singapore, Capital 958FM, 963FM where he speaks on Parenting, Business Succession, Estate Administration and Financial Planning topics.

WHAT YOU WILL LEARN

- ✓ Pick up technical terms in estate and financial planning
- ✓ Understand cultural aspects of different nationalities of your Mandarin-speaking clients
- ✓ Craft an effective introduction of yourself and what you do

COURSE OUTLINE

MORNING

- Why you need to know Mandarin
- Learning and speaking technical terms
 - The most essential terms on insurance and financial planning
 - The most essential terms on wills, trusts, LPAs, estate planning and family offices
- Introducing yourself - Part 1
 - Making a general introduction of yourself and the company
 - Business phrases to use or avoid

AFTERNOON

- Introducing yourself - Part 2^
 - Introduce what you do
 - Adjust your speaking style to communicate effectively in Mandarin
 - Craft your USP (unique selling point)
- Making a product presentation
 - Handling objections
 - Negotiating

*The trainer will speak to each trainee individually to fine-tune their "introducing yourself" message.