

ONE OF THE WORLD'S TOP ENTREPRENEURSHIP TRAINERS  
AND #1 NEW YORK TIMES BESTSELLER AUTHOR IN SINGAPORE  
FOR TWO DAYS (NOV 20 & 21, 2009).

**BOOK EARLY TO AVOID DISAPPOINTMENT.**



DON HUTSON

JOIN AN EXCLUSIVE TWO-DAY  
CONFERENCE & WORKSHOPS WITH

# THE ONE MINUTE ENTREPRENEUR

IT'S THE BEST INVESTMENT YOU  
CAN MAKE FOR YOUR BUSINESS.

FEES REDUCED TO CELEBRATE GLOBAL ENTREPRENEURSHIP WEEK.

**1 CONFERENCE. 2 WORKSHOPS.  
12 HOURS OF  
HANDS-ON LEARNING.**

- DISCOVER THE SECRET TO CREATING AND SUSTAINING A SUCCESSFUL BUSINESS
- LEARN PROVEN TECHNIQUES OF HIGH POWERED SELLING
- UNDERSTAND HOW TO RETAIN AND GROW YOUR CUSTOMERS FOR LIFE

## WHO SHOULD ATTEND?

If you have set up a business, inherited a company or are planning to go entrepreneurial, take advantage of “America’s foremost authority on selling value”. Don Hutson, co-author of ‘The One Minute Entrepreneur’, has helped small and large businesses in over 22 countries discover the secret to sustainable success. For the conference, he is joined by Allen Pathmarajah, a Singapore-based business and leadership adviser who has helped many local and regional SME’s go through the difficult stages of their corporate life cycles. Allen’s clients have experienced significant growth in profitability and shareholder value, and several have listed successfully on the Singapore and Regional Stock Exchanges.

## WHY SHOULD I ATTEND?

It is a proven fact that 4 out of 5 small businesses continue to fail. While you may be successful at what you are doing today, there is no guarantee that you will continue to do so tomorrow. Moreover, you can get to the next level of success a lot faster with Don Hutson’s proven tips and techniques. His unique conference and workshop techniques ensure that all participants gain new skills, attitudes, and ideas that work at the “street level”.

## WHAT WILL I LEARN?

The conference and workshops cover the typical problems that entrepreneurs face in starting up their business, from finding new sources of revenue to securing the commitment of their people and the loyalty of their customers. You will learn the secrets to becoming a successful entrepreneur, including how to build a firm foundation, how to ensure a steady cash flow, and how to create legendary service.

## WHEN IS THE WORKSHOP?

The plenary conference and two practical workshops will be held in Singapore on November 20 and 21, as part of the Global Entrepreneurship Week. Supported by the ASME Singapore, this event is sure to be a sell-out success.

## SPEAKER PROFILES

### DON HUTSON

SPEAKER, AUTHOR AND EXPERT ON ENTREPRENEURSHIP & SUCCESS THROUGH SELLING VALUE

Don Hutson is the Founder and CEO of US Learning, a corporate training entity offering innovative high-impact solutions to business problems. He also produces US Learning Network Radio’s training and coaching programs. A renowned motivator, Don has made over 5,000 speeches in 22 countries – providing training and motivation to sales and management professionals. For more than 30 years, Don has been energizing audiences into action and delivering real solutions for business professionals. Indeed, audiences around the world have been captivated by Don’s personal anecdotes, used to drive home the business solutions he offers in his presentations. He is the recipient of many awards for speaking, business and humanitarian work.



### ALLEN J PATHMARAJAH

LEADING SINGAPOREAN BUSINESS & ENTREPRENEURSHIP ADVISER AND FINANCIAL EXPERT

Allen Pathmarajah is Executive Chairman of the AJP Advisers Group. He has extensive experience in Financial Services, Business and Management Consultancy in Singapore and Internationally. Allen held senior management roles within the OCBC Group for 23 years – including Executive Director of the Management Consultancy Company, Special Assistant to the Group Chairman and CEO of Great Eastern Life Assurance. He is and was a member of several government, professional and charitable committees. Allen often speaks on Leadership and other management topics to businesses and the public sector. He was Adjunct Professor at the Nanyang Technological University.



## PLENARY CONFERENCE (Full Day)

# THE SECRET TO CREATING AND SUSTAINING A SUCCESSFUL BUSINESS

### PROGRAM

AM

- 8.30 Registration
- 9.00-10.30 Visualising and Planning for Entrepreneurial Success
- Attributes of Successful Entrepreneurs
- The Four P's of Solid Results
- 10.30-11.00 Refreshments
- 11.00-12.30 Leadership Style for Dynamic Growth
- Mindset of High Achieving Entrepreneurs
- PM
- 12.30-2.00 Lunch
- 2.00-3.30 Appreciating the Financial Aspects of the Business
- 3.30-4.00 Refreshments
- 4.00-5.30 Successfully Managing the Various Stages of Corporate Life Cycles

20 Nov 2009, 8.30am – 5.30pm  
Orchard Hotel, 442 Orchard Road, Singapore 238879

DON HUTSON  
co-author of NY Times #1 Bestseller  
– The One Minute Entrepreneur –

ALLEN PATHMARAJAH  
Executive Chairman, AJP Advisers Group

### TOP 5 REASONS TO ATTEND

- Learn from real life examples of successful entrepreneurs
- Understand simple, result-oriented models to apply to your business
- How to develop Leadership and Vision as an entrepreneur
- Find out which financial parameters are key to success
- Discover how to manage growth at different stages of your business' Corporate Life Cycle

## PRACTICAL WORKSHOP 1 (Half Day - Morning)

# THE HIGH PERFORMANCE SELLING EDGE

### PROGRAM

AM

- 8.30 Registration
- 9.00-10.30 The Evolution of Selling
- Relationship Selling:  
The Keys to Client Loyalty
- The High Performer's Profile
- 10.30-11.00 Refreshments
- 11.00-12.30 Human Behaviour in Selling
- Differentiating your Offerings
- Sell Value, Not Price!

21 Nov 2009, 8.30am – 12.30pm  
Orchard Hotel, 442 Orchard Road, Singapore 238879

DON HUTSON  
co-author of NY Times #1 Bestseller  
– The One Minute Entrepreneur –  
& Author, Sales Growth Specialist

### TOP 5 REASONS TO ATTEND

- Develop successful relationships with clients for better sales
- Learn how to become a high performance seller
- Understand the Psychology of Selling – and use it to close every sale!
- Find out how to differentiate yourself and stand out from the crowd
- Discover how to sell Value to clients, even in a price-off environment

## PRACTICAL WORKSHOP 2 (Half Day - Afternoon)

# KEEPING CUSTOMERS HAPPY FOR LIFE

### PROGRAM

PM

- 1.30 Registration
- 2.00-3.30 Understanding your Customers  
Needs Analysis for  
Customer Satisfaction
- Wow them!.. Performing Customer  
Service Miracles
- 3.30-4.00 Refreshments
- 4.00-5.30 Projecting the Constant Image  
of Excellence
- Meeting and Exceeding  
Customer Expectations

21 Nov 2009, 1.30pm – 5.30pm

Orchard Hotel, 442 Orchard Road, Singapore 238879

**DON HUTSON**

co-author of NY Times #1 Bestseller  
– The One Minute Entrepreneur –  
& Author, Sales Growth Specialist

### TOP 5 REASONS TO ATTEND

- Discover what your customers are really looking for
- Understand the different needs of different customers
- Find out how to give your customer service an edge
- Learn how to project an image of excellence all the time
- Determine customer expectations and exceed them consistently

## BOOK NOW!

## CHOOSE YOUR CONFERENCE PACKAGE

and take your business to the next level with ‘The One Minute Entrepreneur’.

PLENARY CONFERENCE (Full Day)  
**THE SECRET TO CREATING AND  
SUSTAINING A SUCCESSFUL BUSINESS**  
20 Nov 2009, 8.30am – 5.30pm  
Orchard Hotel, 442 Orchard Road, Singapore 238879

INVESTMENT: \$498  
(includes lunch and refreshments)  
**EARLY BIRD: ONLY \$398**  
register and pay by 20 Oct 2009

PRACTICAL WORKSHOP 1 (Half Day - Morning)  
**THE HIGH PERFORMANCE SELLING EDGE**  
21 Nov 2009, 8.30am – 12.30pm  
Orchard Hotel, 442 Orchard Road, Singapore 238879

INVESTMENT: \$248  
(includes refreshments)  
**EARLY BIRD: ONLY \$198**  
register and pay by 21 Oct 2009

PRACTICAL WORKSHOP 2 (Half Day - Afternoon)  
**KEEPING CUSTOMERS HAPPY FOR LIFE**  
21 Nov 2009, 1.30pm – 5.30pm  
Orchard Hotel, 442 Orchard Road, Singapore 238879

INVESTMENT: \$248  
(includes refreshments)  
**EARLY BIRD: ONLY \$198**  
register and pay by 21 Oct 2009

## CONFERENCE + 2 PRACTICAL WORKSHOPS

PACKAGE COST  
INVESTMENT: \$788

(includes lunches and refreshments on both days)

## HOW TO REGISTER

ONLINE REGISTRATION AT  
[http://www.asme.org.sg/event\\_gewo1](http://www.asme.org.sg/event_gewo1)

FOR MORE INFORMATION, CONTACT  
ASME- Member Relations at 65130388  
or email [mr@asme.org.sg](mailto:mr@asme.org.sg);  
AJP Advisers - Group Administrative Officer  
Ms. Susan Seah at 63398505  
or email [susanseah@businessthenking.com.sg](mailto:susanseah@businessthenking.com.sg)

ORGANISED BY:

**AJP Advisers**

SUPPORTED BY:

