

## TRAINING PROGRAM ON EFFECTIVE COMMUNICATION

21 November, 2007 (Wednesday)

Dear Valued Members & friends,  
To-date since May'06, PCAM have organized 8 short courses for members namely:

- |                                     |           |
|-------------------------------------|-----------|
| 1.Comprehensive Fumigation course 1 | May,2006  |
| 2.Comprehensive Fumigation course 2 | May,2006  |
| 3.PAL/APAL course                   | Sept,2006 |
| 4.Effective Customer Care & Service | Nov.2006  |
| 5.CIDB Compliance                   | Jan.2007  |
| 6.PAL/APAL course                   | Mar.2007  |
| 7.AIB Course: IPM & HACCP           | May,2007  |
| 8.PAL/APAL course                   | Aug.2007  |

As promised, PCAM is proud to continue to introduce **the 2<sup>nd</sup> soft skill course** for our members and friends entitled "EFFECTIVE COMMUNICATION".

This course aims to equip members' staff with soft skills techniques that will assist participants to learn the art of communicating which is so vital in expressing one's thought clearly & concisely to people, especially the customers. If you are to speak well, you have a better edge. As the saying goes **"Half the battle is won when you can convince others through effective communication skills"**.

Seats for this program are limited to 30 participants. So do register early to avoid disappointment. PCAM looks forward to seeing Members' staff & their Associates/Friends at this coming program.

Best Regards,  
Johnny Ooi  
PCAM Vice-President: Projects  
13 September,2007



## GENERAL SEMINAR INFORMATION

### PROGRAM OBJECTIVE

- How to get your staff to communicate effectively to your customers & others
- Effective communication can enhance company's value and advance staff career

### PROGRAM TOPICS

- ✓ Defining Effective Communication
- ✓ Reasons to learn Communication skills
- ✓ Principles & Practice of Effective Communication & Public Speaking
- ✓ Communication Skills for Excellent Customer Service
- ✓ Fundamental techniques for handling People in different life situations
- ✓ Turning complaints into Opportunities
- ✓ Tools for dealing with Difficult People
- ✓ Public Relations- Cause Marketing
- ✓ Presentation and demonstration methods
- ✓ De-stress Options you can use Right Now!
- ✓ Practical Case Studies

### WHO SHOULD BENEFIT

- 1.All staff dealing with customers
- 2.Front-line customer service staff
- 3.Telesales, receptionist and operators
- 4.Marketing and Sales Staff, marketeers
- 5.Staff handling customers like technicians, drivers, junior staff etc.
- 6.The company- all levels

### PROGRAM DURATION

One full day (8.30am – 5.30pm)

### PROGRAM EXPERTISE

Mr Joseph Miranda, Dip. In Mktg,(UK)OSHA,Aust. He is currently a Mentor, Consultant and Corporate Facilitator for many commercial houses and has a passion for Entrepreneurial Development. He has over 15 years of tutoring and training experiences with bi-linguistic skills in these areas of training development.

## REGISTRATION FORM

Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Handphone: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax No: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please tick (✓) where appropriate

I like to register for the training program ( )

I confirm I am a PCAM member ( )

I confirm I am not a PCAM member ( )

You can photocopy this form for more registration.

### Registration Includes:

- 1.Training Certificate issued by PCAM
- 2.Program handouts & materials
- 3.One lunch & 2 teas

### Registration fees and payment:

Members: RM195.00 per pax

Non-Members: RM295.00 per pax

**Closing date:** 26 October,2007 (Friday)

Please make cheque payable to :

***The Pest Control Association of Malaysia***

Or credit our Maybank A/c No: 5122-5950-7416 & fax us the bank-in slip for credit confirmation. TQ.