

Pest protecting the future Summit sustaining the industry

It's More Fun in the
Philippines



24 - 26 October 2012
Boracay Ecoville Resort and Convention Center, Boracay Island, Malay, Aklan, Philippines
www.pestsummit2012.com

The PCAM is cordially inviting you to Pest Summit 2012 Convention in Boracay, Philippine. The Venue chosen this time incorporated a beautiful beach that is claimed declared as one of the 'Four Best Beaches In The World'. In which fit nicely into the theme 'Protecting The Future. Sustaining The Industry. Boracay sets the tone that prevail balance between keeping our place relatively vermin-free while preserve the environment.

The event promises eventful and bountifull lesson and experiences whilst upgrade our knowledge. We strongly suggest members to register early through our help desk of PCAM to benefit early bird registration and membership discount, you can download the registration form from <http://www.pcam.com.my>. As for non-member we encourage you to register as early as possible through <http://pestsummit2012.com> to benefit discounted rate of early bird registration

Mohd Anuar Ahmad

Australian Fumigation Accreditation Scheme continues to expand

Recently, Fumigation using Methyl Practices intrigue many parties as Montrel protocol target date is getting near. There were concern to integrate duty of quarantine scheme from many countries to level the understanding and responsibilities.

The stories extracted from DAFF,Australia dictatos as follow::

"The Department of Agriculture, Fisheries and Forestry is drafting a multilateral arrangement for managing quarantine treatments for incoming cargo.

The development of the multilateral arrangement follows from the success of the Australian Fumigation Accreditation Scheme (AFAS), which the department has been implementing in various countries since 2004..

AFAS was established to address biosecurity risks posed by ineffective fumigations performed offshore. It improves the technical capability of overseas fumigation companies and develops the capacity of our trading partners' quarantine authorities to register, monitor and audit fumigation companies.

AFAS is currently managed through a series of bilateral arrangements between the department and the respective regulatory authority in each country. It is fully operational in Indonesia, India, Malaysia, Philippines, Papua New Guinea and Thailand, and is at varying stages of implementation in Vietnam, the People's Republic of China, Chile, Peru and Sri Lanka. The department is also working with the International Regional Organization for Plant and Animal Health to implement the scheme in a number of Central American countries.

(Continue to pg. 11)

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Editor's Note

Dear all members,

It has been quite a while since the last pestlink was produced. We have been really working hard to streamline accounting and leverage overall activities for the past months. We are really proud to show the new line up as shown in page no.4.

Not long after the new line was established, we have conducted Get Together gathering. The event was started with a very relevant seminar about Chemical Hazard Risk Assessment (CHRA) and ended with dinner. We were really being blessed as all invited prominent and reputable speakers could turn up. The event not only brought the most memorable moment closing the relationship between members, participants and speakers, but also understanding the whole concept of CHRA delivered in the seminar. Mr. Mohan our newly elected President has the details in page no.8 & 9.

PEST SUMMIT is an event that held once in every two year. It is our most proudly product of **ASEAN Pest Control Association**. As has been highlighted in previous pestlink released, the event shall take place in Boracay, Philippine on 24th – 26th Oct 2012. Participants will not only going to indulge with the content of the seminar on pest issues and its latest technology, but also will enjoy the phenomenal white sand and beautiful beach of the venue. You can contact PCAM to do early bird registration and benefits discounted fee.

This year has marked a new history in our timeline. With the effort from Honorary Secretary, PCAM has been registered as a member to FAOPMA the Federation of Asian & Oceania Pest Managers Associations. The registration is meant to links members with additional corporate network that shall bring additional benefits. Members can learn more about FAOPMA in www.faopma.com. Mr. Raymond Lee has the story on the FAOPMA's conference that is going to be held in Adelaide, Australia in page no.5.

Our beloved association's memorandum of article has long been proposed to amend in order to bring betterment. We were really appreciated of the effort by the EXCO namely En. Faizal. He has put a lot of effort and with the support and help from the rest of the EXCO and members the amendment was able to be materialized. We have the details in page no.10 & 11.

Fumigation activities from the beginning of its introductory into the industry have not been left from limelight. However this time, we have put an extra effort to established stronger relationship with the authority that responsible to manage the mandate. En.Tajuddin and helps from the rest of the EXCO brought members to sit a round table with the MAQIS to discuss challenges and opportunities in the industry. The story is in page no.6 & 7.

This year we have received an extremely good respond from members and non-members on the APAL and PAL training that we conducted on regular basis. We could not deny the extra mile En. Hisham (newly elected VP Project) has put to ensure the training was a successfully event. We could view the event snapshot in page no.12 & 13.

Last but not least, we are looking forward the new line-up could lead and inculcate good culture into the industry. This we hope will leverage the industry and open up larger market that will benefit to all members.



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Imaspro Advertisement

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The Pest Control Association Of Malaysia Executive Committee 2011 - 2013





Mr. Raymond Lee

The 24th Annual FAOPMA Conference will be held in Adelaide, South Australia commencing on 11-13 July 2012. AEPMA is honoured and excited to be hosting the 24th Annual FAOPMA Conference in Adelaide 11-13 July 2012. The theme of the conference is "People, Profits and the Planet" reflecting a subtle change in our industry toward a "sustainable future".

This year's conference will be an exciting event at the stunning multi-award winning Adelaide Convention Centre, situated on the banks of the River Torrens and right in the heart of beautiful Adelaide city. With Adelaide widely recognised as the 20 minute city, the ease of using the free city transport or walking makes the Convention Centre convenient to get to and from most hotels.

The conference will be a 3 day event with presentations being held in 2 streams over Days 2 & 3

Stream 1 : Global Topics and Key Notes

Stream 2 : Technical and Practical Applications

All details regarding the conference, including online registration, program, accommodation and pre and post conference sightseeing tour options can be found at the conference website <http://events.aepma.com.au>. PCAM executive committee is excited about this upcoming FAOPMA conference and respectfully ask and encourage PCAM members to make an effort to attend the conference and at the same time take the opportunity to visit beautiful Adelaide and perhaps see what other sights Australia has to offer.

The good news for PCAM members is that PCAM is now a full fledged Country Member of the FAOPMA Association since December 2011. PCAM members will enjoy a discount for sending 20-30 delegates and if you were to register and pay as a group, FAOPMA would be happy to offer you a rate of AUD\$300.00 per delegate. You would need to do this direct with the PCAM Secretariat before May 15, 2012.

The PCAM Secretariat is also making plans for the flight travel and accommodations for those who are interested in this 24th Annual FAOPMA Conference will be held in Adelaide, South Australia with a tour commencing on 9th (Sat) - 10th (Sun) July, 2012 before the conference proper. This can be considered optional for those who are not keen.

To facilitate our planning and obtain the best price for such flight travel and accommodations, we need to know the final total delegates. Your early confirmation will be very helpful to the PCAM Secretariat.

Please reminded that to enjoy the rate of AUD\$300.00 per delegate, you would need to register direct with the PCAM Secretariat, rather than registering online, therefore we have attached a registration form. You are able to fill this form out on the computer and then either save and send or print and send to us at: info@pcam.com.my or Fax: (03) 9274 0288

For your convenience, we have attached a copy of the conference registration form and brochures on the 24th Annual FAOPMA Conference.

Yours sincerely,

Pest Control Association of Malaysia

Raymond Lee

Hon. Secretary - PCAM

Email: HonSecretary@pcam.com.my

Copy: Mr. Mohan President PCAM

Ms Nordiana Mohd Nuri

(PCAM Secretariat: info@pcam.com.my)

Fumigation Corner

Methyl Bromide - Record of Fumigation

Job Details			
Job Identification	Date of Fumigation	Location	Fumigation Certificate No.
Consignment Description		Target Commodity	
Container Numbers:			
Fumigation Details			
<input type="checkbox"/> Sheeted Containers Size: City:		<input checked="" type="checkbox"/> Sheeted Stack <input type="checkbox"/> Chamber	Enclosure Dimensions L 6.2 H2.55 W 2.65 Volume 41.075 m ³
Decay Time = seconds		Specified Dose Rate 48 g/m ³	Exposure Period 24 hrs
		Forecast Minimum Temp 26 °C	Dose Rate Used 48 g/m ³
Calculated Dose Vol X Dose Rate = 1972 g		Chloropicrin 2 %	<input type="checkbox"/> N/A Actual dose applied Rounded up = 2200 g
		Time Completed <i>Introduction of Gas</i> 10.55 am	



Tajuddin Bin Abd Kadir

Concentration Readings									
Phase	Time of Reading	Standard g/m ³	Monitor Line Readings by Location					Equilibrium Calculation	Top-up Dose
			1:	2:	3:	4:	5:		
Start	11.45 am	36	101.7	89.4	97			13.76 %	
								%	
During									
End	12.10 pm	14.4	86	74	67				
Comments									
Ventilation									
Initial TLV N/A LCL ppm		Date & Time Taken 20/11/2011 – 12.45 pm		2 nd TLV Reading ppm		Date & Time Taken			
Fumigator in Charge					Quarantine Officer (if supervised)				
Name		Signature		Name		Signature			

AQIS has introduced a new fumigation using Methyl Bromide recording sheet. The objective is to further improve Methyl Bromide monitoring and enhance fumigation practice effectiveness. This will leverage technical skills and documentation control amongst fumigation operator. During the joint system review this recording method has been explained to all fumigators. However, AQIS and MAQIS are welcoming any suggestion for betterment of the implementation from the industry.

Joint System Review A QIS-DOA 2011 14 – 25 November 2011

Selected Companies for JSR 2011

1. Bustaniaga Sdn Bhd [MY (J) 0020]
2. Evolution Management Services [MY (J) 0062]
3. Hybrid Resources [MY (J) 0097]
4. Naza Pest Control & Services [MY (J) 0037]
5. Fumax Pest Control Co. [MY (J) 0038]
6. Enfresh Pest & Hygiene Services Sdn Bhd [MY (J) 0070]
7. Pied Piper Southern Sdn Bhd [MY (J) 0024]
8. Bahyu Pest Sdn Bhd [MY (J) 0079]
9. ISS Facility & Services Sdn Bhd [MY (J) 0021]

10. Rentokil Initial (M) Sdn Bhd [MY (J) 0039]
11. Andikas Management & Services (M) Sdn Bhd [MY (B) 0072]
12. Bumipest Sdn Bhd [MY (B) 0016]
13. Axis Point Fumigation Sdn Bhd [MY (B) 0081]
14. Pest Sciences (KL) Sdn Bhd [MY (B) 0089]
15. Effort Fumigation & Pest Control Sdn Bhd [MY (B) 0023]
16. Port Fumigation Sdn Bhd [MY (B) 0015]
17. ISS Facility & Services Sdn Bhd [MY (B) 0011]

Fumigation Corner



The PCAM Exco lead by President Mr Mohan had a dialogue on collaboration and Get Together Meeting on April 03, 2012 with the Governing Council 2010-2012 of the Singapore Pest Management Association (SPMA) held at the Temasek Club located at No: 1 Portsdown Road, Singapore.



Dialogue on Fumigation Practices (AFAS/MAFAS/AQIS) held in Johore Baru on April 3, 2012
Venue: Pejabat Pertanian Johor, Jalan Taruka, Kawasan Perindustrian Tampoi
Johor Bahru, Johor Darul Takzim

Fumigation Course on 2-4 May 2012 & Fumigation Courses For Accreditation Scheme on 16-19 July 2012

*"Register With PCAM Now"
Download form at www.pcam.com.my*

CHRA & Get Together dinner



The PCAM Exco would like to thank all PCO's and Suppliers for your support during the recent PCAM Get together 2012.



A. Mohan as President

Salam Sejahtera dan Salam 1 Malaysia.

Terlebih dahulu saya ingin mengucapkan ribuan terima kasih pada semua ahli PCAM yang memberi kepercayaan kepada saya untuk menerajui pucuk pimpinan sebagai pengerusi PCAM dan juga tidak dilupakan ahli-ahli EXCO baru.

Saya amat berbesar hati kerana kita semua dapat bersama-sama di majlis makan malam (Get-together dinner) yang penuh bermakna ini.

Saya ingin mengucapkan ribuan terima kasih kepada Pembekal-pembekal Racun (Supply), Trainer dan semua ahli PCO kerana sudi menerima undangan kami untuk bersama-sama pada malam ini dan memberi sokongan.

Para hadirin dan hadirin yang dihormati sekalian,

Saya dan Exco baru tidak pernah menolak sesiapa pun, juga sekarang ada beberapa Exco lama bersama dengan kami dan berkerjasama, ini bermakna kita boleh bersatu untuk menerajui PCAM. Saya menjemput semua ahli-ahli yang lama atau baru datang lah ke PCAM untuk menaikan taraf imej PCAM. (I welcome everyone in PCAM whether is old or new members and even now we have few old exco members working together) Saya akan berkhimat untuk PCAM sebagai President dengan kompeten dan mempunyai sikap daya saing yang tinggi malah perlu melaksanakan tanggungjawab dan peranan yang jauh lebih besar berbanding sebelum ini.

Tuan2/Puan2,

Saya juga ingin memaklumkan bahawa barisan exco akan berkerjasama dengan badan-badan kerajaan dan bukan kerajaan, pembekal-pembekal (Supply) dan juga ahli-ahli untuk menaikan taraf imej PCAM dalam PCO industry kawalan serangga dan juga tidak lupa Fumgasi.

Di sini juga saya ingin beritahu, PCAM telah hampir 18 tahun tetapi sehingga kini kita tidak mempunyai pejabat atau bangunan sendiri. Oleh yang demikian saya mencadangkan supaya kita membeli bangunan sendiri, jika dengan sokongan dari ahli-ahli PCAM kita boleh dapat kejayaan. Saya amat mengharapkan maklum balas yang positif dari ahli-ahli PCAM.

CHRA & Get Together dinner

Satu lagi yang saya ingin tekankan disini adalah semangat bekerjasama yang perlu ada dalam diri kita.

Dengan berseorangan kita tidak dapat kejayaan, kita perlu bekerjasama dan sokongan dari rakan-rakan PCO (It needs TEAMWORK for our future).

Akhir sekali saya ingin merakamkan jutaan terima kasih kepada semua yang terlibat secara langsung atau tidak langsung bagi menjayakan Majlis.

Sekian Terima Kasih.



PCAM Get Together Dinner 2012
Where the Pest Management Industry
meets A wonderful time to network
among the PCOs.
Talks on Safety, OSHA and CHRA by
industry experts.
Updates on the PCO rules by the
Pesticide Board of Malaysia.



Progress of Amendment PCAM Constitution



Faizul Mohd Yusof
as Exec. Committee Member

Dear Committee Members,

Constitution is the most important instrument for an association. Therefore it must be drafted clearly to ascertain ambiguities and misunderstanding. Given the situation, I was entrusted with the task to review and made the necessary amendment to the PCAM'S Constitution.

1. To delete the existing Article 2 (3)

- The terms "Pest Control Company" shall include individuals, sole proprietorships, partnership, joint ventures, corporations, trusts or other forms of business entity, actively engaged in the performance of pest control services for

hire to the public at large. **To incorporate new Article 2 (3)** - The term Licensed Pest Control Operator means a person who is licensed by the Pesticides Board and who owns, operates or manages a pest control operating company or business that is engaged in carrying out pest control operations on the property of another person for hire.

2. To incorporate new Article 2 (8) - "Pesticides Board" means the Board established under Section 3 of the Pesticides Act 1974 (Act 149).

3. To incorporate new Article 2 (9) - "Pest Control" means a person who carries out :-

- general pest control;
- termite and other wood destroying organisms control;
- general public weed control; or
- control of pests affecting public health, on the property of another person for hire shall possess a license issued by the Board and all pest control operations stated shall be carried out by using only pesticides registered by the Board.

4. Delete existing Article 2 (7) - "Membership" unless stated to the contrary, shall be understood to include active, associate or honorary member.

Incorporate new Article 2 (7) - "Membership" unless stated to the contrary, shall be understood to include active, associate, international or honorary member.

5. Article 3 (Code of Ethics) - cancel out the word Company's.

6. Delete existing Article 5 (1) - The membership shall consist of any company registered in Malaysia which is qualified for membership under the provision of this rules and is accepted as a member by the Executive Committee of the Association shall be divided into three classes as follows:

Incorporate new Article 5(1) - Safe and except for International Members the membership shall consist of any Licensed Pest Control Operator registered in Malaysia which is qualified for membership under the provision of this rules and is accepted as a member by the Executive Committee of the Association shall be divided into four classes as follows:-

7. Delete existing Article 5(2) - ACTIVE MEMBERS

Any pest control company which in the opinion of the Executive Committee is in sympathy with the purposes of the Association shall be eligible for Active membership in the Association provided said pest control company fulfills the following requirements:-

Incorporate new Article 5(2) ACTIVE MEMBERS

Any Licensed Pest Control Operator which is in the opinion of the Executive Committee is in accordance with the purpose of the Association shall be accepted as an Active Membership in the Association provided that the Licensed Pest Control Operator fulfills the following requirements:-

8. Delete existing Article 5(2) (i) - To replace with Article 5(2) (ii) (iii) (iv) (v) (vi).

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Ruj. Tuan : PPM/WKL/1676/93
Ruj. Kami : PPM/WKL/0236/93 (58)
Tarikh : 15 Safar 1433H
9 Januari 2012

Selarasnya,
PERSATUAN KAWALAN MAHLUK PEROSAK MALAYSIA
(THE PEST CONTROL ASSOCIATION OF MALAYSIA)
No. 40C, (2nd Floor) Jalan Pandan Perdana 10/12,
Pandan Perdana,
55300 KUALA LUMPUR.

Tuan/Puan,
PERMOHONAN KEBENARAN PINDAAN UNDANG-UNDANG/UNDANG-UNDANG BARU
Nama Perubuhan:
PERSATUAN KAWALAN MAHLUK PEROSAK MALAYSIA
(THE PEST CONTROL ASSOCIATION OF MALAYSIA)

Adalah saya merujuk kepada perkara tersebut di atas.

2. Sukacita bersama ini disertakan kelulusan Pendaftar Perubuhan ke atas permohonan pindaan undang-undang berdaftar bagi perubahan tuai/puan seperti bertanda (/) :

a) Kebenaran Menukar Nama	No. Ruj. PPP
b) Kebenaran Menukar Alamat	No. Ruj. PPP
c) Kebenaran Menukar Alamat Pos	No. Ruj. PPP
d) Kebenaran Pindaan Undang-Undang Di Bawah Seksyen 11	No. Ruj. PPP WKL0236/93 (57) (/)
e) Kebenaran Pindaan Undang-Undang Baru Di Bawah Seksyen 11	No. Ruj. PPP
f) Kebenaran Menggunakan Bendera/Lambang/Tanda Atau Lencana Di Bawah Seksyen 50	No. Ruj. PPP

Ros 1

3. Tuan/Puan di minta menarik perhatian kepada **Seksyen 11, Akta Perubuhan 1966** yang memperuntukkan bahawa setiap permohonan pindaan undang-undang hendaklah di kemukakan kepada Pendaftar Perubuhan dalam tempoh **60 hari** dari tarikh keputusan membuat pindaan tersebut. Tuan/Puan adalah dikehendaki bahawa permohonan tuai/puan yang akan datang, jika tidak memenuhi Seksyen 11, Akta, tidak akan di pertimbangkan dan tindakan di bawah Seksyen 11(2), Akta, boleh di ambil terhadap pemegang/pemegang jabatan perubuhan tuai/puan.

4. Sila ambil perhatian bahawa dengan kelulusan ini, tuai/puan adalah dikehendaki merendahkan perubuhan tuai/puan mengikut kehendak undang-undang berdaftar perubuhan sebagaimana diijazkan sekurang.

Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"

Saya yang membuat perintah,

(ZULIANA BINTI MOHD AKOB)
Pendaftar Perubuhan,
Wilayah Persekutuan Kuala Lumpur.
(Ruj. PPM WKL 1676/93 Berkaitan)

(Dibuatkan Sign 7 September 2009)

Ros 2

SA PPM/WKL/0236/93 (57)
SA PPM/WKL/1676/93

(Perubahan 14)

MALAYSIA
AKTA PERTUBUHAN, 1966
(Seksyen 11)
Peraturan-peraturan Perubuhan, 1964

KEBENARAN PINDAAN UNDANG-UNDANG

Nama Perubuhan:
PERSATUAN KAWALAN MAHLUK PEROSAK MALAYSIA (THE PEST CONTROL ASSOCIATION OF MALAYSIA)

Alamat Berdaftar:
NO. 40C, (2ND FLOOR), JALAN PANDAN PERDAN 10/12, PANDAN PERDANA, 55300 KUALA LUMPUR, WILAYAH PERSEKUTUAN KUALA LUMPUR.

Nombor Pendaftaran: **1938**

Pindaan undang-undang yang berikutan ini telah diluluskan dan boleh dijalankan mulai tarikh 06 haribulan Januari 2012
Bertarikh pada: 06 haribulan Januari 2012

(ZULIANA BINTI MOHD AKOB)
s.p. Pendaftar Perubuhan Malaysia

PERINGATAN : Surat kebenaran ini hendaklah diserahkan kepada Saja Pendaftar Perubuhan.

Ros 3

Progress of Ammendemt PCAM Constitution

9. Incorporate new Article 5 (5) - INTERNATIONAL MEMBERS

i) Any licensed pest control company which is registered and operating outside Malaysia and which in the opinion of the Executive Committee contributes to the betterment of the Association may apply to be registered as an International Member to the Association.

ii) The licensed pest control company shall be required to fulfill all procedures, rules and requirements made from time to time by the Executive Committee for the purpose of registration of International Member.

iii) The licensed pest control company that has been accepted as an International Member shall designate one representative in relation to the Association affairs.

iv) International Members shall have all the rights and privileges of Active Members except the right to vote and hold office.

10. Incorporate Article 7 (4) - Termination of Membership If the Executive Committee receives any official complaint or is in within the Executive Committee's knowledge believes that any of its members who has been found by Pesticides Board commits an offence according to the Pesticides Act or any rules and regulation or any other regulation related thereto the Executive Committee may suspend or terminate the said Member from the Association.

11. To replace the existing Article 16 (4) - SUBSCRIPTION The Annual subscription shall become due on 1st January of each financial and be payable without default on or before the 31st March of that financial year. To incorporate new Article - The Annual subscription for International Members shall be USD Three Hundred (USD 300.00).

12. To incorporate new Article 16 (5) - The Annual subscription shall become due on 1st January of each financial and be payable without default on or before the 31st March of that financial year (Subscription Period).

13. To incorporate new Article 16 (6) - Members who have paid the Annual subscription within the Subscription Period shall be eligible to use its existing membership number. Members who have made payment for the purpose of subscription after the subscription period, a new membership number shall be given and recorded by the Executive Committee.

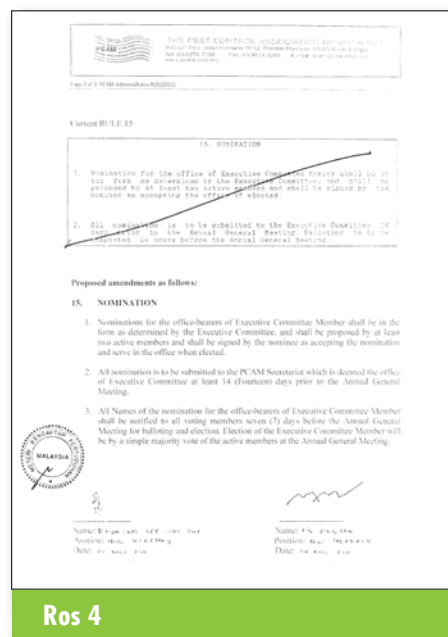
14. Article 22 (2)

Any members may be appointed as a proxy by another member for the purpose of voting in a meeting and each member may hold as a proxy not more than 4 (four) proxies in a meeting.

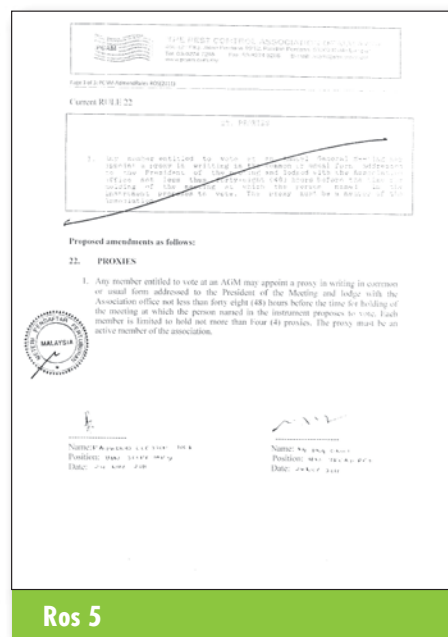
I hope all of you may respond and comment for suggestions. If it is acceptable we shall propose the amendment on the next AGM.

Thank you.

FAIZAL MOHD YUSOF.



Ros 4



Ros 5

(Continue from pg. 1)

The new multilateral arrangement will require quarantine treatments to meet AFAS requirements for trade between all participating countries, therefore increasing the probability that fumigators will consistently maintain the AFAS treatment standard.

The multilateral arrangement will also help harmonise cargo quarantine treatments, as it will have the capacity to include various treatments and initiatives under its management framework. It will also provide quarantine regulatory authorities with a forum to discuss biosecurity issues and initiatives not covered by relevant international standards.

The department has formed a working group with New Zealand, Indonesia, the People's Republic of China, Chile and Malaysia to drive the development and implementation of the arrangement. The group will present the arrangement for final consideration at the Quarantine Regulators Meeting in Vietnam 12-14 June, 2012."

Source:<http://www.daff.gov.au/aqis/about/reports-pubs/biosecurity-bulletin/2012/biosecurity-bulletin-may-2012#3>





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July 3 - 4, 2012

Venue:
PCAM Secretariat Office



Pest Control Association Of Malaysia

WHO SHOULD ATTEND



ENTREPRENEURS, SALES EXECUTIVES / SALES OFFICERS / SALES ADVISORS / MARKETING EXECUTIVES / BUSINESS DEVELOPMENT MANAGERS / THOSE IDENTIFIED BY RESPECTIVE MANAGEMENT

UPON COMPLETION, YOU WILL BE ABLE TO.....

- KNOW THAT YOU ARE FAILING TO CONVERT ENOUGH ENQUIRIES INTO SALES
- DEAL WITH FACE TO FACE OR OVER THE PHONE SELLING
- FEAR SALES BUT NEED TO IMPROVE RESULTS TO INCREASE CASHFLOW
- NEED TO SELL MORE EFFECTIVELY
- WANT A SYSTEMISED APPROACH TO SELLING IN YOUR BUSINESS THAT WORKS
- WOULD LIKE TO BE ABLE TO HANDLE SALES OBJECTIONS WITH CONFIDENCE

YOU SHOULD ATTEND IF YOU...

- PROJECT YOUR PRODUCT PERCEIVED VALUE TO YOUR PROSPECTS TO ATTRACT THEIR ATTENTION.
- FOCUS ON HIGH AREA OF SUCCESS THROUGH REALISTIC COMPETITORS AND MARKET ANALYSIS.
- OVERHAUL YOUR SELLING APPROACHES THAT GIVES YOU THE COMPETITIVE EDGE IN SELLING.
- CLOSE THE DEAL FASTER AND EFFECTIVELY THUS DOUBLE YOUR SALES VOLUMES EFFORTLESSLY

WORKSHOP METHODOLOGIES



- EXPERIENTIAL LEARNING ACTIVITIES / DISCUSSIONS / BRAINSTORMING / LECTURES WITH PRESENTATIONS / GROUP VIDEO RECORDED ROLE PLAYS / CASE STUDIES DISCUSSIONS

Enhance the Perceived Value of Your Product

Day 1 - Module 1

- The importance of fostering strong and lasting corporate relationship in the selling arena.
 - Satisfying "purchasers" and "users" requirements.
 - How to link with "decision makers" to secure your sales.
- Spearhead your strategic sales planning through deployment of synergistic selling approach.
 - Identify the most significant element and ways to capitalize it.
 - Improve the weak elements to stay competitive in market.
- Explore concept of "Gain vs. Pain" to stimulate your prospects' senses towards product acceptance.
 - How to convince others through benefits projection.
 - Eliminate the "hard sell" approach to sustain enthusiasm.
- Project the benefits instead of just sharing the features of your products to your prospects.
 - Differentiate between "benefits" and "features" of product.
 - Enhance the perceived value of your product continuously.

- Sustainable trust building to ensure lasting and productive mutual business relationship.
 - Master the 4 vital elements in building trusting relationship.
 - Make use of "trust booster" and avoid "trust buster".

Day 1 - Module 2 Market Segmentation and Competitor Analysis

- Segmentize your market utilizing the Pareto's principle to ascertain your competitiveness and focus.
 - Explore the key elements of Pareto's principle.
 - How to "work smart" instead of "work hard" to capture sales.
- Categorize your competitors accordingly to streamline your selling approaches for maximum results.
 - Understand meaning of "superior" and "inferior" competitors.
 - Deploy appropriate strategies to deal with respective situation.



- Understand the fundamental concepts of pricing and its relationship to selling activities and efforts.
 - The 3 key principles that determine pricing of products.
 - How "smart pricing" works to your advantages in selling.
- How to compete with competitors successfully and gain the sustainable competitive advantages from it.
 - The 4 types of marketing strategies that you must know.
- Tussle between "adaptation" and "promotion" approaches.
 - The importance of your product positioning that able to capture prospects' undivided attention.
- 7 possible ways to position your product in the market.
 - Create "uncontested market space" to maintain sustainability.

Day 2 - Module 3 Sharpen and Enhance Your Sales Approaches

- The difference between mediocre sales person and top sales person explored and identified.
 - The 2 important elements needed to pre-quality your prospects.
 - Avoid prejudice and stereotyping in your selling efforts.
- Vital function of buying signals and how to identify it precisely throughout the selling process.
 - The 5 common sales objections and how to respond appropriately.
 - Expand your buying signals and turn it into successful sales.
- Manage prospects' objections by injecting solutions rather than providing justifications.
 - The 5 common sales objections and how to overcome it.
 - Provide alternatives and work out the differences.
- Needs identification to ensure your efforts been appreciated by your prospects and not wasted.
 - The meaning of "conscious" and "sub-conscious" needs.
 - Hit the pinnacle of needs to drive your prospects forward.

- Your inner function as your prospects' problem solver is essential element for successful sales.
 - Your proposed solutions must address prospects' problems.
 - Realistic and practical application is the key success

Day 2 - Module 4 Sales Negotiation and Closing Techniques

- Importance of applying the appropriate closing techniques to secure the deal with higher margin.
 - 15 sales closing techniques explored and discussed.
 - Common issues in closing sales addressed.
- How to "up sell" and "cross sell" to make your offer attractive to your prospects and uphold your reputation.
 - The rule of thumb that you must follow to ensure success.
 - Timing as well as customers' emotion to be evaluated.
- Presenting your sales ideas across convincingly helps to seal the deal faster and smoother.
 - How to make your sales presentation powerful and engaging.
 - Your audience analysis is essential to ensure success.
- The vast difference between sales negotiation and sales bargaining that you must know and practise well.
 - The 5 pre-negotiation elements that you must know.
 - Know exactly when to negotiate and when not to negotiate



Trainer's Profile

Dr. Steven Khaw

DBA (Newcastle), MBA (Preston), BA (Hons), (UPM) LLB (Hons) (London) UK, FAIMS, MPMA, MMIM Certified Professional Trainer (IPMA) UK

- A person that is committed and passionate about overcoming his participants' workplace challenges, he has been in the training and consulting field for the last 12 years dealing with management programs. Having trained and coached more than 21,000 people, mainly from the corporate and manufacturing sectors, developed more than 175 different customized training workshops for various organizations; he is ranked as one of the most sought-after trainer in his field.
- A Certified Professional Trainer from the International Professional Managers Association (IPMA), UK, a law graduate (LLB) from University of London, UK and a Doctor of Business Administration graduate. Prior to his training and consulting practice, his last position was as Senior Marketing Manager with an established education institution. His major responsibility was to spearhead the sales team to achieve target set by top management. Having worked in various industries, namely manufacturing, corporate advisory, shipping and education; his approach in corporate selling is more towards engaging customers professionally.

- Currently, he is pursuing his Master of Science, specializing in Social Psychology at University Putra Malaysia (UPM) for purpose of knowledge and interest. He is currently researching on the contribution of social factors (attitude, relationship and environment) towards achieving high empowerment at workplace.

A powerful speaker and trainer, he has trained many people over the years including employees from organizations such as AirAsia, Amway, Avaxx, Alliance Bank, Arredo Furniture, AsiaEP, Agriculture Chemical, Bristol Technologies, Brother Industries, BASF, Building Materials & Distributors Association of Malaysia, BP Plastics, Canon Marketing, CIMB, CIMB Bank, Citicorp, CE Technologies, Clipsal, Comintel, Eden, Emerson, Enthone, Eden Catering, Datatrend Computer, DIC Malaysia, Evergreen Fibreboard, FMM, Flextronics, Federal Packages, FPM, Gamuda, Genting Group, Genting Inti International College, George Kent, Glomac, Harta Packaging, Hong Leong Marketing, Hunter Douglas, Indah Water Konsortium, Intel, Ipmda, Jaring Communications, Jabil Circuit, Kobe, Kintetsu, Kurnia Insurans, Lam Wah Ee Hospital, Laguna Redang Resort, Maybank, Majlis Kanaser Nasional (MAKNA), Motorola, MNRB, MC Packaging, Naza Motor, Naza Bikes, NEC Computers, OOCL, Paramount

Properties, Penang Adventist Hospital, Pentamaster, Prodelcon, Precico, Prudentia 1, Public Bank, Renesas, Regent Hospital Product, RHB Bank, Royal Selangor Pewter, Seagull Logistics, Silterra, Southern Steel, Suruhanjaya Komunikasi dan Multimedia Malaysia,

Shimano, The Malaysia Today Press, Transwater, Toyo Memory, The Chicken Rice Shop, UMW, Universiti Teknologi Petronas, Wan Hai, Walton International, Water Dragon Fishing Net, Wearnes Electronics, YMCA and many others.

Administrative Details

Standard :

PCAM Member: RM 800.00 per person
2 persons or more from the same organization ~ RM 700.00 person

Non-Member: RM1,200.00

(Course fee is inclusive of 2 tea breaks, lunch, course material and Certificate of Attendance)

Travel & Accommodation arrangement

All participants are responsible for their own travel arrangement & accommodation. Please contact the PCAM Secretariat if assistance of the above is required.

LIMITED TO 20 PAX ONLY. FIRST COME FIRST SERVE BASIS

PRETECTOR

Active Ingredient : Fipronil 5.0% w/w

TERMITICIDE

Termites
(x30)

WHY CHOOSE PRETECTOR ?

- ✓ Non-repellent and transferable.
- ✓ Termite colony management.
- ✓ It is an effective termiticide.
- ✓ A member of the fiprole class of insecticide.

HOW PRETECTOR WORKS

Termites cannot smell nor see or avoid PRETECTOR as it is a non-repellent liquid. They will contact and ingest PRETECTOR unwary. A delayed mode of action that allows PRETECTOR to be transferred from infected termite to another through contact and trophallaxis (communal feeding) and finally will affect the entire termite in the colony.



READ THE PRODUCT LABEL BEFORE USE

JIRP.P/1108/529



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