

SUCCESS THROUGH MARKETING

DR. EDWARD LIM



DATE :
23 - 24 May 2012

VENUE :
Grand Margherita Hotel

INVESTMENT :
RM899.00

EARLY BIRD DEADLINE :
4 May 2012

CLOSING REGISTRATION :
11 May 2012

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TOURISM &
LEISURE
DIVISION.

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THE PROGRAMME

It is critical for managers, executives and staff in all functional areas of operations and at all levels to have a broad understanding of the practical marketing knowledge and skills needed to ensure that they are able to carry out their respective responsibilities, and to supervise others in meeting the mission, vision, goals and objectives of their respective organization. The well-being of a Company does not only depend on the amount of revenue it generates, but it also depends on the ability of its people to act as leaders and marketers within and outside their Company.

Further, it is critical that in order to be capable leaders, one must also possess a mindset that is oriented towards being a successful sales person. The ability to work and become a successful sales person does not come naturally. This requires a certain mentality need to be cultivated through a series of marketing and sales skills.

This programme is specially designed to equip you with fundamental and practical knowledge and skills to cultivate your sales and marketing skills, and to nurture these skills in the spirit of working as a team. This is to help you prepare yourselves towards making more positive contributions to ensure that your organization continues to prosper and grow.

PROGRAMME OBJECTIVES

At the end of the programme, the participants will be able to:

- ◆ Demonstrate an understanding of the basic concept of marketing, and how it relates to your ability to contribute successfully to your organization.
- ◆ Apply the concept of a successful marketing person attitude to your work place.
- ◆ Motivate yourselves and your colleagues to achieve a positive paradigm shift in their work performance.
- ◆ Identify measures to enhance the performance of your organization.

METHODOLOGY

- ◆ Lecture;
- ◆ Experiential Learning;
- ◆ Group Work; and
- ◆ Discussion

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PROGRAMME CONTENTS

DAY ONE	DAY TWO
UNDERSTANDING SUPERIOR SALES & MARKETING	CREATING A POSITIVE MARKET ENVIRONMENT
CUSTOMER & YOU	TOOLS OF MARKETING
SERVICE EXCELLENCE	TECHNIQUES OF SELLING A FRIDGE TO AN ESKIMO (A CASE STUDY)
MANAGING CUSTOMER'S EXPECTATION	WHY EFFECTIVE COMMUNICATION & FEEDBACK ARE IMPORTANT?
THE RESCUE (A CASE STUDY)	RAPPORT BUILDING
EFFECTIVE MARKETING TECHNIQUES	IMPORTANCE OF SENSORY ACUITY
FIVE "P" OF MARKETING	GUIDELINES OF PROFILING YOUR CUSTOMERS
POWER OF SYNERGY	CUSTOMERS OF THE FUTURE

ABOUT THE TRAINER

Dr. Edward Lim possesses a Bachelor's degree double majoring in Accounting & Computing from Australia. He is a Chartered Accountant registered with the Malaysian Institute of Accountants (MIA) and a Fellow of the Certified Practising Accountant of Australia (FCPA). He has also obtained a doctorate degree (PhD) specialising in Strategic Management from USA. He is a Certified Neuro Linguistic Programme (NLP) Practitioner.



Edward is currently the Deputy President of CPA Australia Malaysia Division. He has in the past lectured for MBA programme in subjects such as Financial Management, International Business Management and Business Strategic Management. Further, he is also a trained trainer for Jabatan Latihan Khidmat Negara (National Service programme) in the "Character & Team Building" module.

Edward has over 20 years experience holding various executive positions in the private sector. He has been involved in consultancy engagement as a Corporate Re-engineering and Strategic Planning consultant, successfully restructured several corporations, and turn around and expanded their businesses financially. He advises companies on how to maximize returns on their assets. Edward also enjoys developing and conducting training modules in the areas of finance, service quality, human resource management, strategic leadership, decision-making, marketing and team building.

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