



SINK or SWIM: Consumer Protection Act Seminar

(is it still safe to sell anything anymore??!!)

Presented by:

Honeylane Consulting

Training and Seminars

From April 2011 South African Consumers are going to be among the best protected consumers in the world. The Consumer Protection Act came into effect on 1 April 2010 and is set to transform the sales and marketing landscape of South Africa significantly.

Imagine playing a game of rugby, in a stadium, on a nice green field with white lines... run off at half time for the break and return to find yourself in the same stadium, on the same field BUT the white lines are different, as is the ball you are playing with as is pretty much everything about the game you are now playing - football. This is what the Consumer Protection Act is doing to the Sales and Marketing environment.

“Our options are to learn this new game, the rules, the roles of the participants and how the rewards are distributed or continue playing the same game and become the best players in a game that is no longer played.” (Larry Wilson: Changing the way we sell)

Honeylane Consulting (SINK or SWIM Seminars) is presenting the SINK or SWIM Consumer Protection Act Seminar (is it still safe to sell anything anymore addressing the Sales and Marketing challenge in a Consumer Protection World.

This 1-Day event will provide you with:

- A Practical Overview of the Consumer Protection Act;
- A framework for the identification of the key areas of impact on your organisation;
- Understanding the need for a well governed and effective Sales and marketing channel;
- Reviewing the Sales and Marketing Skills we have in the light of these changes;
- Exposure to a new range of skills and competencies (personal and corporate) made critical in the new Consumer Protection environment;
- Developing a plan for the transformation of your Sales and marketing Channel in the light of these changes (and for your own personal development).

Who should attend this Training Programme:

- | | |
|---------------------------------|-------------------------------|
| - Company Directors | - Sales Representatives |
| - Sales and Marketing Directors | - Customer Services Personnel |
| - Sales and Marketing Managers | - General Management |
| - Customer Services Directors | - Managing Directors |
| - Customer Services Management | - Company Board Members |

An overview of the SINK or SWIM Consumer Protection Act Seminar:

Part 1: Looking Out: The New Post Consumer Protection World

- The Consumer Protection Act
- The new Consumer Protection world
- The Changing Rules of the Sales and Marketing game
- The Mechanics of the Consumer Protection Act

Part 2: Looking In: examining your company (in the light of these changes)

- Sales and Marketing from the perspective of Risk Management
 - o Legal Risk
 - o Stakeholder Risk
 - o Operational Risk
- Mapping your company's Sales and Marketing (Workshop)
 - o Stakeholders
 - o Communication
 - o Interaction
 - o Participants
 - o Control
 - o Accountability
 - o Consultation
 - o Pre, During and Post Sales

Part 3: Looking Forward: Success factors in the new environment

- New Sales and Marketing Skills and Competencies
- Building a Solid Foundation for a transformed Sales and Marketing Channel
- Sales and Marketing from a Corporate Governance Perspective
- Touching on Customer Service

Part 4: First Steps into the "Brave New Consumer Protection World" (Workshop)

- A Strategy based approach to Sales and Marketing
- A framework for building a better Sales and Marketing Channel that is sustainable, responsible and effective

The SINK or SWIM Consumer Protection Act Seminar can also be run IN-HOUSE, please enquire should you be interested in this option

More About:

HONEYLANE CONSULTING

STRATEGY – GOVERNANCE - KNOWLEDGE

The 3 key areas that HONEYLANE Consulting facilitates solutions in are:

1. Corporate Strategy

- Critical to the success of any company is a clear understanding and vision of its PURPOSE and DIRECTION – it's STRATEGY (or reason for being). Without this clarity we believe that companies will struggle on an ongoing basis with operational as well as management of, often competing, interests among various role-players;
- Corporate Facilitation is a core skill of HONEYLANE Consulting – the aim of which is to help groups of business leaders look ahead strategically, make better decisions, communicate better (and achieve their goals);

2. Corporate Governance

- It is not only important for companies to have a clear PURPOSE but the ability to achieve this PURPOSE – the companies PERFORMANCE – is as critical to its success. A well-governed company not only emphasises its EFFECTIVENESS (in achieving its goals) but also takes into account its range of RESPONSIBILITIES in doing so. Business is not only about "how much money you make", but also more and more about "how you make you money";
- The HONEYLANE Consulting definition and model of Corporate Governance is aimed at the RESPONSIBLE EFFECTIVENESS of a company – within this model the core areas of STRATEGY (Purpose), CAPABILITY and EXECUTION (Performance), ACCOUNTABILITY and STRUCTURE (Governance) are systematically addressed;

3. Corporate Knowledge

- Very few will argue against the necessity for a highly knowledgeable and skilled team to lead their company, many however simply do not find the time to gather the requisite knowledge and apply it in developing the right skills. A companies "management and growth" of their knowledge along with the application of this knowledge is in itself a skill to develop.
- HONEYLANE Consulting not only provides a range of Leadership Training but can assist companies to develop their own Directorship and Leadership Training Programmes that are not just information but emphasise the practical application of this knowledge. The HONEYLANE Training Methodology of THINK-PLAN-DO underlies the development and deployment of a range of KNOWLEDGE (training and learning) Initiatives.

Introducing your facilitator:

Roger Hitchcock: Specialist Advisor Strategy, Governance and Knowledge

(B.Soc Sc; B.Th; Dip SBM; CFP)

- Facilitator:
 - Corporate Strategic Planning
 - Corporate Decision Making
- Corporate Governance Process and Structure Facilitation
- Innovation Strategies
- Process and Systems Design
- Presentations and Seminars
- Training (design and deployment)

Roger has worked for 20 years in both large corporate environments and small business environments. He currently sits on a number of Boards (small to mid-sized and NGOs). His speciality is in making complexity understandable and facilitating robust solutions. He is passionate about assisting companies and individuals find their clear strategic direction and purpose – and helping them to take steps in implementing this purpose in an effective way.



SINK or SWIM Consumer Protection Act: Registration Form

Please return this registration form together with a payment confirmation to either:

FAX: 086 672 4456, or
EMAIL: info@sinkorswim.co.za

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| Company: | | | | | | | |
| Name: | | | | | Position: | | |
| Name 2: | | | | | Position: | | |
| Name 3: | | | | | Position: | | |
| Invoicing Contact: | | | | | Position: | | |
| CONTACT DETAILS: | Cell: | | | Email: | | | |
| | Tel: | | | Postal Address: (for invoice) | | | |
| | Fax: | | | | Code: | | Total per Delegate |
| | | | | | | | |
| Signature: | | | | | | A Discount of 10% applies for Groups of 3 or more | |
| Dates Selected (indicate clearly) | KWAZULU-NATAL | CAPE TOWN | | GAUTENG | | | |
| | 10 th March 2011 HIGHWAY AREA | 29th March 2011 CLOSED CITY | | 23 rd March 2011 PRETORIA | 10 th May 2011 PRETORIA | | |
| | 12 th April 2011 HIGHWAY AREA | 5 th May 2011 CITY | | 24 th March 2011 WEST RAND | 22 nd June 2011 PRETORIA | | |
| | 21 st July 2011 HIGHWAY AREA | 26 th July 2011 CITY | | 9 th May 2011 WEST RAND | 24 th June 2011 WEST RAND | | |
| Banking Details: Honeylane Consulting (Pty) Ltd | ABSA Bank: Account Number: 92-3314-0604 Branch Code: 63-20-05 Account name: Honeylane (Invoices/Receipts will be issued on receipt of booking – email proof of pmt to info@sinkorswim.co.za or fax to 086 6724 456) | | | | | REF: SM/Company or Delegate Name | |

SINK or SWIM Seminar QUERIES:

For all booking queries please contact us on:

Tel: 082 881 3717

Email: info@sinkorswim.co.za

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