

PERSONAL INFORMATION

Name: MUHD SAIFUL BASYAH A RAHIM
I/C no: 750405-01-7111
Birth Date/Place: 5 April 1975/Muar
Age/Sex: 46/Male
Marital status: Married
Race: Malay
Height/Weight: 170 cm/75 kg
Health: Excellent
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EDUCATION

1988 – 1992 : Sekolah Menengah Seri Menanti, Muar Johor
SPM 1st Grade
1993 – 1995 : Matriculation Center, International Islamic University Malaysia
1995 – 1999 : International Islamic University Malaysia
Bachelor Degree of Human Sciences (Hons),
Major In Political Sciences, Minor in Islamic Revealed Knowledge

HIGHLIGHTS

A Certified HRDF Trainer with 15 years training experience focusing in Leadership, Communication, Public Speaking, Sales & Marketing, Customer Service, Motivation, Team Building and some areas in Financial Planning. Have a positive mindset, an effective team player, highly motivated, customer focused, excellent interpersonal skills with outstanding presentation skills and very passionate in people's development.

EXPERIENCE

KASH RIZQ TRAINING & CONSULTANCY

Period : 1st January 2018 – present
Position : Founder & Principal Trainer
Job Description:

- Providing training & consultancy services to corporate clients and government agencies
- Collaboration with other training providers in providing training programs
- List of clientele: Petronas, SIRIM QAS International, Cummins Malaysia, Kementerian Penerangan, Jabatan Perdana Menteri, as-Salihin Trustee Bhd, AS-HRM Group, Kenanga Investment, Majlis Bandaraya Shah Alam, University Malaysia Sabah, Sate Kajang Hj

Samuri, AIA Public Takaful, Kementerian Asas Tani, Kementerian Kewangan , UNISEL, Politeknik Sabak Bernam and Commerce.Com

- Training programs conducted such as Teambuilding, Motivation, Self-Awareness, Public Speaking, Leadership, Negotiation, Customer Service, Sales & Marketing, Branding, Communication, Time Management, Basic English Language and Goal Setting Seminar.
- Appointed as Training Advisor for Synergy XO Billionaire, an agency under Kenanga Investment.

TUPPERWARE BRANDS MALAYSIA

Period : 10th April 2017 – 30th November 2017

Position : Training & Development Manager

Job Description:

- Conduct, organize & coordinate training, events, seminar to the sales force
- Work closely with organization leaders to identify competency gaps and provide feedback for Training Needs Analysis (TNA)
- To monitor & evaluate the effectiveness of training programs
- Work together with Organization Leaders & Sales Managers to identify training requirements and skills improvements
- Work together with Business Centers in their on-boarding activities of new consultants
- To support Business Centers in how to conduct their weekly activities effectively & efficiently

PADU CORPORATION (unit under Ministry of Education Malaysia)

Period : 4th January 2016 – 30 September 2016 (Contract)

Position : Manager, Communication & Stakeholders Engagement

Job Description:

- Reporting to Executive Director of Communication & Stakeholders Engagement.
- Manage the monitoring of media and current affairs developments, across a wide range of media pertaining to education topics.
- Analyze and evaluate social media campaigns and strategies, report on effectiveness of campaigns and monitor trends in social media.
- Manage video production of inspiring stories with the aim to give positive impact of our education system.
- Work closely with Corporate Communication Unit of the Ministry.
- Co-ordinate events/activities to promote Education Blueprint initiatives.
- Build on existing and develop new relationships with stakeholders.
- Create & implement change management plans that minimize employee resistance & maximize employee engagement.

- Manage survey on the awareness and readiness of the transformation program.

CIMB BANK BERHAD

Period : 22 October 2012 – 24 December 2015

Position : Retail Segment Manager

Job Description:

- Execute plans and strategies set by segment head to distribute retail financial products through the sales team in the assigned areas.
- To develop sales tactics and plans for the assigned area inline with strategy to grow the CIMB's presence in the assigned area.
- To encourage excellent service in sales activities, while maintaining the compliance requirement
- To monitor and evaluate sales performance of individual PFC to meet the performance target.
- Ensure sales execution discipline, compliance with guidelines and regulations.
- Provide leadership and guidance to sales teams in the assigned areas by acting as coach, mentor, manager, motivator, and monitor sales team performance and take corrective action as necessary.
- Develop sales capabilities of the sales team by identifying development needs and leveraging resources to provide training and development mechanism and opportunities.
- Conduct sales clinics and sales training to develop and improve competencies and skills of the sales team.
- Assist in recruiting of sales team to ensure adequate manpower needs is fulfilled.
- Work closely with RDs/ARMs/BMs to ensure seamless coaching and resolution of sales staff issues.

PUBLIC MUTUAL BHD

Period : May 2007 – 16 October 2012

Position : Senior Executive, Agency Development & Training (Bumiputra Business Development Unit)

Job Description:

- Conduct training to equip the agency force with knowledge, skills and attitudes necessary to perform their job effectively in the Unit Trust industry and to meet organizational growth and objectives – focus on Bumiputra agency force.
- Work closely with Bumiputra agency leaders to identify competency gaps and provide feedback for Training Needs Analysis (TNA)
- Introduced the first Shariah course in Public Mutual – Unit Amanah Patuh Syariah
- Enhancement, upgrading and improvement of existing training courses to reflect the current trends of the industry.

- Research and development of new or existing training courses to inform, educate and equip the agency force. This includes the presentation slides, handouts, Trainer's Guide etc under the trainer's portfolio.
- Ensure and employ appropriate training methods/approaches to achieve learning outcomes. This includes learning opportunities to encourage sharing of experiences and building confidence of participants.
- As a company speaker during Business Opportunity Seminars and Recruitment Preview.
- Attend company or industry related events like Fund Managers Briefing, Investment talk, Agency Sales meetings, etc in order to keep abreast with trends. This includes participating in agency meetings on own accord to understand the business better which in turn will aid when in train.

AS-SALIHIN TRUSTEE BHD

Period : December 2005 – April 2007

Position : Marketing Executive

Job Description:

- Provide marketing support for Islamic Estate Planners in Will & Trust Business.
- Involve in planning & implementing publicity campaign, product launching, sales promotional road shows & PR events.
- Conduct Business Opportunity Preview for recruitment purposes.
- Gather market intelligent & competitor analysis.
- Coordinate training for new Islamic Estate Planners.
- Organize sales seminars/workshops/meetings on regular basis.
- Maintain good rapport with sales Islamic Estate Planners.

MEDAN PRESTASI SDN BHD

Period : January 2004 – November 2005

Position : Sales Executive

Job Description:

- Selling of company's wide range of property projects in Damansara Damai.
- Monitoring and ensuring smooth process of the whole sales process according to the timeline in the standard operating procedure.
- Developed good rapport with bankers, lawyers and existing customers.
- Actively participate in property road shows to generate sales.
- To undertake telemarketing and canvassing activities to enhance sales.

UNIVERSITY TUN ABDUL RAZAK SDN BHD

Period : September 2000 – November 2003

Position : Administration Executive

Job Description:

- Processing of students' application at faculty level.
- Preparing of LAN documents for new programs.
- Preparing of faculty's meeting minutes.
- Course advising to students.
- Promoting faculty's programs at education road show.
- Other administrative duties at Faculty level.

Professional Certificates & Licenses

- HRDF Certified Trainer (TTT), 2016
- STARS in Selling (TTT), 2014
- Islamic Financial Planning – IFP, 2014
- Investor Protection Program Certificate – IPPC, 2013
- Takaful Basic Examination – TBE, 2012
- Private Retirement Scheme – PRS, 2012
- Pre Contract Examination for Insurance Agent – PCE, 2006
- Computerized Unit Trust Examination – CUTE, 2002

Professional Trainings Attended

- Law of Attraction *by Michael J. Losier*
- Neuro Linguistic Programming (NLP) *by Billy Kuek*
- Power Voice *by Richard La Faber*
- High Performance Communication Skills *by Wai K. Leong*

References

1. Jamal Hj. No
Mentor & Founder JHN Consultancy
(former Bumiputra Business Development Manager, Public Mutual)
H/P: 012-372 9007
2. Nik Ahmad Tajuddin Shaik Jaafar
Former Head of Retail Segment,
CIMB Bank Bhd

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