

MUHD SAIFUL BASYAH BIN A RAHIM



Saiful is a Certified TTT Trainer with HRDF with more than ten years of experience in the Training & Development program. He graduated from International Islamic University Malaysia in 1999 and was formerly a Senior Trainer with Public Mutual Bhd, the largest Unit Trust Company in Malaysia for six years. He was part of the team. Responsible for the development of its Bumiputra Agencies through various training programs. He was also a platform speaker during the company's Business Opportunity Seminars.

He is also an Islamic Financial Planner (IFP), a professional certification awarded by Financial Planning Association of Malaysia (FPAM) and Islamic Banking & Finance Institute Malaysia (IBFIM) in 2011 and holds various investment licenses like Federation of Investment Managers Malaysia (FIMM), Private Retirement Scheme (PRS) and Investor Protection Program Certificate (IPPC).

He later joined CIMB as a Retail Segment Manager, responsible for providing leadership and guidance to his sales teams by acting as a coach, mentor, manager, motivator, and monitor sales team performance. He conducted numerous coaching and training sessions, particularly related to sales and productivity enhancement to his sales force.

He also to work as a Training and Development Manager with Tupperware Brands in which he was given the task to train and develop its sales force nationwide.

Saiful's areas of expertise include but not limited to: Teambuilding, Motivation, Public Speaking, Self Awareness, Customer Service, Communication Skills, Selling Skill, Productivity Enhancement (Sales), and Financial Planning. A passionate trainer who loves sharing & learning, and his training is highly interactive and lively with full of fun activities.