



Is it still safe to sell anything anymore?

COMING TO TERMS WITH THE CONSUMER PROTECTION ACT.

If you have anything to do with selling, marketing or customer service – the rules of the game are changing, and changing fast! With the Consumer Protection Act (that has been signed into law, and comes into effect next year everything you ever knew about how business works in South Africa is going to change! It is imperative that everyone involved in sales, marketing or customer service, to whatever degree, from the Managing Director down is fully aware of these changes to the legislation.

SINK OR SWIM

Cutting Edge Seminars
www.sinkorswim.co.za

The SINK or SWIM: Consumer Protection Act (is it still safe to sell anything anymore?) Seminar will provide an overview of these changes, the IMPACT on you and your company and the IMPLICATIONS for healthy business into the future.

This seminar will provide you with:

- a better understanding of the intention of the New Act with specific reference to the areas it addresses;
- more knowledge in the specific areas of the New Act and how these could present both challenges and opportunities;
- the ability to better assess how you and your business is impacted by the New Act;
- some ideas of how you can respond to the challenges and opportunities presented by the Act;

You will be provided with:

- A copy of the main points addressed by SINK or SWIM: Consumer Protection Act Seminar;
- An analysis tool to help you analyse your businesses position in relation to this new Act;
- The opportunity to ask questions relating to the new Act and how it impact your business

Who Should Attend:

- Business Owners
- Managing Directors
- Marketing and Sales Directors
- Sales Management
- Sales Staff and Representatives
- Marketing Administration
- Customer Services Staff
- Business Advisors/Accountants/Lawyers
- **(all other relevant parties)**

Format:

- Breakfast Seminar
- 2 to 2 ½ hours

Venue and Time: CENTURION

LWAZI Conference and Meeting

Dates: See below for Dates between October and December 2009

Times: 8:30am (coffee from 8:00am) to 10:30am

Cost:

- R 595 (Excl Vat) per delegate (**discounted for the balance of 2009**)
- Method of Payment: EFT to Bank Account (see below)
- Fax confirmation to 086-672 4456 to book (receipt and booking will be telephonically confirmed)

Space is limited so BOOK TODAY



This seminar is presented by Corporate Initiatives Inc.

Contact for more information:

Roger Hitchcock (roger@sinkorswim.co.za) Cell: 082 881 3717 or

John Fogwell (john@sinkorswim.co.za) Cell: 078 367 0333

www.sinkorswim.co.za

Booking Form: Consumer Protection Act

(fax fax together with payment confirmation to 086 672 4456/email to: roger@sinkorswim.co.za)

Ref:
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		OCTOBER		NOVEMBER		DECEMBER	
CENTURION: LWAZI CONFERENCE AND MEETING (IRENE, BOTHA AVE OFFRAMP) Date and Time Booked: (select 1)		Wednesday 14 th OCTOBER 09 8:30am to 10:30am		Wednesday 04 th NOVEMBER 09 8:30am to 10:30am		Wednesday 02 nd DECEMBER 09 8:30am to 10:30am	
		Wednesday 28 th OCTOBER 09 8:30am to 10:30am		Wednesday 18 th NOVEMBER 09 8:30am to 10:30am			
Name:							
Company:				Position:			
CONTACT DETAILS:	Cell:			Tel:			
	Fax:			Email:			Total/Person R 745.00
	Postal Address:					2009 Discount	R 150.00
						Total (discounted)	R 595.00
						Vat	R 83.30
Signature:						Total Payable	R 678.30
		Banking Details: FNB; Branch Code: 260349, Account Name: Salary Management Services (SMS Admin); Account number: 62159392762 (Vat Invoices will be issued by SMS Admin on booking)				REF: SOS/Company or Delegate Name	

SINK or SWIM Consumer Protection Act (Is it still safe to sell anything anymore?) Breakfast Seminar - More detailed overview of sections:

Introduction:

Laying a good foundation for practical analysis of the new Consumer Protection Act

- Unpack the Business Context within which the Consumer Protection Act will operate, seeking to identify the key areas impacted;
- Layout the clear intentions of Govt and DTI that underlie the development and promulgation of the Consumer Protection Act, this relates to the broader SA and International context and developments;
- An overview of the Act – highlighting some key issues that reinforce the intentions and impact of the new legislation.

Unpacking the IMPLICATIONS and IMPACT of the Consumer Protection Act in terms of:

Objectives and Application of the Consumer Protection Act

- Internationalisation of legislative environment
- Protection and Regulation/Control of the Consumer Marketing Environment

Impact and Implications of the Consumer Protection Act

- Protection and Rights
- Redefining Roles and Responsibilities

Challenges presented by the Consumer Protection Act

- Communication
- Documentation
- Sales

Consequences

- Enforcement
- Activism
- The way ahead

Workshop

A Practical “hands-on” Risk Assessment that will enable each delegate to highlight the main issues that affect their business. By working through this process the areas requiring most urgent and decisive action will be identified.