



**“A STUDY ON PERSONAL SELLING ELEMENT AS A FACTORS
CONTRIBUTE TO SUCCESFULL WEALTH PLANNER IN PRUDENTIAL
ASSURANCE MALAYSIA BERHAD MELAKA”**

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SEPTEMBER 2009

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, _____ (I/C Number:) _____

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: _____

Date: _____

LETTER OF SUBMISSION

16 SEPTEMBER 2009

The Head of Program

Bachelor of Business Administration (Hons) Marketing

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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled ““A STUDY ON PERSONAL SELLING ELEMENT AS A FACTORS CONTRIBUTE TO SUCCESFULL WEALTH PLANNER IN PRUDENTIAL ASSURANCE MALAYSIA BERHAD MELAKA”MELAKA MALL” to fulfill the requirement as needed by the Faculty of Business management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

MUHAMMAD ROFIKHI BIN MALIK RIDZWAN
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This research was conducted for the purpose of finding the “Factors Contribute to Successful Wealth Planner in Prudential Assurance Berhad, Melaka”. The main objective of this research was to determine the various factors to become successful wealth planner. Those factors are active listening, adaptive selling, handling objection, closing skills, negotiating skills and prospecting skills.

The respondent of this study would be the wealth planner in the Prudential Assurance Berhad in Melaka only. 50 questionnaires will be distributed and the conclusion of this study was the outcome from the survey analysis and findings.

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