

JUNE

26-27

G HOTEL GURNEY **PENANG**

JULY

17-18

DORSETT GRAND **SUBANG**



A 2-DAY COURSE ON

Enhance the Effectiveness of Service & Build Customer Relations in Business

HIGHLIGHTS

- Your Role In The Organisation
- Importance Of Service Excellence At Work
- Service Essentials At The Workplace
- Identifying And Addressing Customer Needs
- Understanding The Basics Of Customer Contact
- The Three Stages Of Customer Contact
- The Art Of Building Customer Relations
- Handling Service Challenges Positively
- The Good, The Bad, And The Ugly: Dealing With Difficult People
- The Telephone In The Organisation



TrainNode

ACCELERATING BUSINESS PERFORMANCE

with the right learning experience,
bridging present and future
organizational needs.

AIM

It may be a cliché, it's basic fact of business life... **there is no second chance to make a good first impression.** Making a good impression means knowing what not to do... but more importantly knowing what you should do.

In today's fast paced, highly competitive market your company's image is your most valuable asset. You may have excellent facilities and products, but the image you have worked so hard to build can be shattered by a poor impression made by your frontline staff.

In order to surge ahead in the market there is an urgent need for organizations to complement their core products and services with exceptional customer service.

A higher degree of customer loyalty could be attained if the people who come face to face with the customers are able to execute excellent skills and tact while dealing with clients.

If you want to improve your edge in the market, educate your staff who have the very first contact with your customers. In this course the participants will be shown how to handle customers professionally, develop interactive communication and interpersonal skills. The participants will also learn the art of looking their best at the workplace, heighten their confidence and create winning impressions during their interactions with their customers via face to face and over the telephone.

OBJECTIVES

On successful completion of this course, you will be able to :

- Understand the role and responsibilities as a customer service provider.
- Provide practical skills and techniques essentials to a good customer service.
- Identify one's own personality style and the personality styles of customers;
- Make better choices to improve attitude;
- Develop a personalised strategy for improving communication skills;
- Learn to handle demanding customers and customers' complaints.
- Maintaining professionalism and composure when dealing with irate customers.
- Get tips on how to look confident, friendly and approachable when handling customers

WHO SHOULD ATTEND

Customer Handling Personnel

METHODOLOGY

The methodology used provides a complete learning system with well-defined objectives that are achieved through use of:

- Discussions, Role Play and Activities
- Video Presentation
- Notes and Handouts

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TRAINER'S PROFILE

SHEENA DALVIR KAUR is a leading **IMAGE & ETIQUETTE CONSULTANT** with years of experience in this field.

She brings to you years of invaluable experience, offering speaking, training and consulting services to corporate clients, private individuals, professional associations, government agencies, colleges and universities. Her passion for people development drives her to help men and women achieve their dreams and aspirations by projecting their best through their visual appearance, communication and interpersonal skills.

As a trainer and consultant, she has developed corporate workshops and individual coaching services designed to provide employees and leaders with the tools and the self confidence they need to master their professional lives.

She is a **member of The Institute for Image Management (U.S.A.) and an Associate member of Image Consultants International - AICI**. She has a wide range of experience in the image industry and has acquired her training in a number of areas on Image Management from Australia and U.S.A. Her expertise lies in Personal Style, Wardrobe Strategies, Visual Poise, Business and Social Etiquette and Malaysian Protocol (Correct Forms of Address).

Her training programs focus on First Impression Management, Color & Style Analysis, Corporate Dress, Personal & Professional Image. The Etiquette training programs focus on Business & Corporate Etiquette, Dining & Social Etiquette, and Business Entertaining & Networking Skills.

She takes a professional holistic approach to her training. It's not merely a grooming course but rather an understanding of the principles and reasons for an image in the business industry. Therefore it includes "a buy in as well as a change in mindset".

In addition to Image Management which was the beginning of her career she has added other training programs on Personnel Development such as **Office Management & Administrative Skills, Effective Business Communication, Boosting Self Confidence & Self Esteem, and Positive Work Attitudes**. As such she keeps herself updated on trends in office administration and essential insights into changes within the office administrative profession.

Her **extensive exposure in the service industry has also enabled her to train others in areas on Customer Care, Hospitality Image and other Customer Services related workshops. She has acquired her training in Customer Service from the International Air Transport Association - IATA Singapore.**

Discussing professional change – from personal grooming to client relations can be sensitive. Sheena's finesse motivates people to receive feedback and learn new ways to enhance their Professional Presence.

She is also a **popular speaker** at seminars and symposiums both in Malaysia and the region and specializes in conducting presentations on topics on Image Building, Business Etiquette and Corporate Communications. She has been featured on some of the local television programs, local magazines and local newspapers. Apart from that she also contributes articles to some of the local magazines and local newspapers on a regular basis.

DAY 1

0900 YOUR ROLE IN THE ORGANISATION

- Understanding the importance of your role in the organisation
- Do you have what it takes to do your job in a professional way
- How do you want to be seen by your customers/patients
- Being aware of the changes your organization is going through
- Setting The Right Service Mindset
- Developing an open mind to learn and improve on the job
- Pride in what you do

1030 Morning Coffee

1045 IMPORTANCE OF SERVICE EXCELLENCE AT WORK

- Understanding customers' needs and expectations
- Filling in service gaps with components of service excellence

1300 Lunch

1400 SERVICE ESSENTIALS AT THE WORKPLACE

- Passion in people and your customers
- Pride in what you do at the workplace
- Showing proactiveness – being sharp
- Proficiency – having the right skills & knowledge
- Positiveness – clear of giving a good experience to your customers/others

IDENTIFYING AND ADDRESSING CUSTOMER NEEDS

- Understanding the customer's problem
- Staying outside the box – not jumping to conclusions
- Meeting the basic needs

1530 Afternoon Tea

1545 UNDERSTANDING THE BASICS OF CUSTOMER CONTACT

- Your interaction with your customers
- Your knowledge of the products & services

1700 End of Day 1

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DAY 2

0900 THE THREE STAGES OF CUSTOMER CONTACT

- Understanding the importance of the three stages of a face to face customer contact – the receiving, the processing & the closing stage
- Tips on handling customers diplomatically at each stage of contact
- Using the right body language when handling customers during all three stages

1030 Morning Coffee

1045 THE ART OF BUILDING CUSTOMER RELATIONS

- Techniques of making small talk with your customers
- Learning the art of tact and diplomacy when dealing with challenging customers
- Going the extra mile – asking ahead of time and being proactive
- Techniques for making clear and positive statements
- Seeing your customer as a valued partner...how to show this

1300 Lunch

1400 HANDLING SERVICE CHALLENGES POSITIVELY

- Identifying factors causing difficult customers
- Listening – the first step to managing complaints
- Utilizing steps in handling complaints

THE GOOD, THE BAD, AND THE UGLY: DEALING WITH DIFFICULT PEOPLE

- Not all customers are easy to deal with. Participants will learn how to interact effectively with people who are angry, distraught, scared and even manipulative
- Learn the importance of establishing boundaries with difficult people in order to offer the best service
- Being assertive when the need arises and dealing diplomatically with customers
- Listening attentively to customers
- Avoiding trigger words - making clear and positive statements
- Your non verbal communication – it's not just what you say, but how you say it

1530 Afternoon Tea

1545 THE TELEPHONE IN THE ORGANISATION

- Avoiding bad telephone impressions
- Learning to use phrases that say we are professional, warm and ready to listen and help you

1700 End of Course

REGISTRATION FORM

Enhance the Effectiveness of Service & Build Customer Relations in Business

PLEASE TICK WHERE APPLICABLE

- June 26-27 PENANG
 July 17-18 SUBANG

HRD CORP CLAIMABLE COURSE: TRAINING PROGRAMME NO: 10001403416

COMPANY NAME

COMPANY ADDRESS

NATURE OF BUSINESS

MEMBER OF HRD CORP? YES NO

COMPANY SIZE

1-29 30-69 70-99 100-149 150-199 200+

CONTACT PERSON

TEL MOBILE EMAIL

APPROVING MANAGER NAME

TEL MOBILE EMAIL

DELEGATE 1 FULL NAME

POSITION

TEL MOBILE EMAIL

DELEGATE 2 FULL NAME

POSITION

TEL MOBILE EMAIL

DELEGATE 3 FULL NAME

POSITION

TEL MOBILE EMAIL

DELEGATE 4 FULL NAME

POSITION

TEL MOBILE EMAIL

DELEGATE 5 FULL NAME

POSITION

TEL MOBILE EMAIL

COURSE FEES

The fee per person is RM1795.

The full fee is required with your registration. The fee includes luncheon, coffee / tea breaks, course manual, and certificate of completion.

2 persons registered are entitled to a 10% discount.

TERMS & CONDITIONS

1. Registration & Fees Policy.

Registration is confirmed once registration form is received via email. All Payments /Undertaking Letters / Local Order (LO) / Letter of Approval must be made available and presented prior to the course.

2. Cancellation Policy

Any cancellation must be received in writing within 7 working days prior to the course else full payment will be imposed. Any no-show by registered delegates will be liable for full payment of the course fees.

3. Disclaimer & Program Changes Policy

Trainmode Sdn Bhd reserves the right to amend or cancel the course due to circumstances beyond its control. We reserved the right to modify the advertised topics or course timing whenever necessary.

PAYMENT TRANSFER BANK DETAILS

Account name

**TRAINMODE
SDN BHD**

Account number

14100015214

Bank Name

**Hong Leong
Bank Berhad**

CONTACT US

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OUR LOCATIONS

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PENANG

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Taman Industri Impian Indah,
14000 Bukit Mertajam, Penang

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