

i-Skill



CUSTOMER INTERACTION WITH A PASSION

Course Outline

COURSE SYNOPSIS

Heart, Not Hard Talk – Customer Interaction with A Passion is a communication energizer specially designed to enhance customer interaction skills. Difficult and demanding consumers, coupled with difficult business landscape, have pushed communication mood to an ever challenging level.

Communicating with a Customer is perhaps the most challenging and demanding job that anyone can assume. Customer communication is more than just talking or approaching but also about a consistent attitude and observable behavior that draws the interest and acceptance of those they are communicating with. It is a test of both wits and patience. Personnel attending to Customer have to be continuously “energized” to build a proper mood and enthusiasm. They need to be assured of their competencies and personal confidence in order not to tremble in the Customer eyes.

COURSE OBJECTIVES

This program will focus on four core areas in developing and enhancing communication and interaction skills. The areas of development, also the objectives of the program, are base on the ABCSE Model, the fundamental in human potential.

- Written Communication Skills ...learn about the essentials in effective written communication
- Spoken Communication Skills ...master the skill in interaction and communication skills
- Positive Language ...learn how to be in control with good communication skills under extreme situations
- Skills in Presentation ...master the finer points in presenting facts, being concise and meaningful

THE BENEFICIARIES

This program is designed to attract Managers, Assistant Managers, Department Heads and other personnel who have both direct and indirect communication with Customers. Their function may include Customer Care, Customer Service, Key Accounts, Sales and Marketing and Public Relations.

DELIVERY METHODOLOGY

This program employs various Neuro-Linguistic Programming (NLP) techniques to enhance program effectiveness. Participants will be systematically expose to a series of participative lectures to create the awareness on the salient points of the subject, exercises to enhance understanding and experiential learning activities to ensure pragmatic application.

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COURSE CONTENTS

PROGRAM DAY 1

The Essentials

- 3C in Verbal Interaction
- Barriers and Enhancers
- Face-To-Face Communications
- Effective Telephone Skills

Mind Over Matters

- Personalities Behind
- The Language Intelligence
- The Emotion Factor
- Facts vs. Opinions
- The Ego State

Element of Psychology

- The Listener's Choice
- True Intentions
- Manipulative Language
- Influence and Assertion
- Engaging Technique

PROGRAM DAY 2

Formal Encounter

- First Impression
- The Language of Meeting
- Getting Agreements
- Multicultural Interaction

Heart Talk

- The Power of Influence
- Empathy vs. Sympathy
- Conveying Sincerity
- The Gender Factor

Hard Talk

- Handling Difficult People
- Handling Demanding People
- Conveying Bad News
- Serious Talk

PROGRAM DAY 3

Written Communication

- The Malaysian Bloopers
- The Rules, Models and Processes
- Writing To Your Boss
- Writing To Your Customer
- Writing To Colleagues

Dynamic Presentation

- Left-n-Right Brain
- The Intentions
- Audience Analysis
- 4T Presentation Model – Type, Text, Tier and Timing