

TOTAL CUSTOMER SATISFACTION & DELIGHT: EXCEEDING EXPECTATION
Know How & What To Do To Attract & Keep Customers: What Does Customer Care Really Mean?

30-31 JANUARY 2019 (Wednesday-Thursday), 9.00 am – 5.00 pm
Venue: Hotel Equatorial Penang

Introduction:

Fancy sales pitches, high-powered market strategies & clever advertising can be very important attention getters. And they may persuade people to become your prospect. But getting them to purchase your product depends on how well they are treated, convinced & rewarded which boils down to customer service. This interactive program is a spring board for releasing talent, energy & enthusiasm.

Exceptional customer service does not happen by talking about it. It happens by doing it. It happens at every point of contact with the customer - in person, on the phone, in a letter through email. Customer service relationships often depend on "getting off on the right foot".

Quickly recognize customer's color brain, behavioral style & expectations/needs so as to develop adaptive skills, interact appropriately & communicate successfully with them.

This workshop aims to help you develop a plan that everyone can rally behind so as to balance customer needs with the reality of your business operations. There is a need to build a service culture & add value to your current service so that you can keep a service gap between you & the competitors. This course also aims to help you spot areas needing immediate improvement.

Who Should Attend: For all personnel in an organization who wants to improve their customer service skills & achieve success at the workplace.

Course Highlights - Techniques to Master:

- ✓ Color Brain Evaluation/ DISC Personality/Behavior Profiling;
- ✓ NLP Model of the World & Emotional Drivers;
- ✓ Secret to a Pleasing Personality;
- ✓ Behavior Change (Changing Mindset);
- ✓ Perceptual Position/Empathy Game;
- ✓ Powerful Questioning to solve problems;
- ✓ Communication & People Skills;
- ✓ 5 ways in Active Listening;
- ✓ Go the Extra Mile Game;
- ✓ VAKS Technique;
- ✓ PMA Demonstration;
- ✓ EQ & Emotional Freedom Technique;
- ✓ NLP Building Rapport;
- ✓ Master Your Mind & Laws of Attraction.

Learning Outcomes

- (a) Understand management expectation, customer requirements, urgency for self-change & acquire new perspective;
- (b) Evaluate & satisfy customer's real needs;
- (c) Prepare you for a variety of customer relation situations;
- (d) Eliminate mistakes that cost time, money & valuable business;
- (e) Eliminate customer complaints. Spot areas needing immediate improvement & resolve problems;
- (f) Maintain trust, confidence & respect: retain & build loyal customers;
- (g) Identify & master techniques in service oriented communication, listening & people skills;
- (h) Master techniques to deal with angry, dissatisfied & challenging customers;
- (i) Utilizing EQ techniques to enhance effectiveness & results;
- (j) Teamwork to surprise, delight, go the extra mile & exceed expectations of customers.

**If we do not take care of the CUSTOMERS, the Competitors Will.
Without the CUSTOMERS there is No Business.**

COURSE HIGHLIGHTS - TECHNIQUES TO MASTER

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HRDF Claimable under
SBL Scheme

Training Methodology:

Accelerated Learning Technique based on the 4Ps: Preparation, Presentation, Practice, Performance.

To make the training effective & thought provoking yet lively & entertaining the trainer utilizes a combination of various training methodologies including a combination of expert input plus practical sessions including:

- Instructions, Group Discussions, Presentations, Video Films & Clips;
- Brainstorming Sessions, Practical Hands On Sessions;
- Demonstrations, Role Play, Games & Activities;
- Creative Music, Visualization, Clearing Techniques;
- NLP Tools, Notes & Handouts, Group & Individual Exercises.

Course Content

Day 1:

1. UNDERSTANDING YOURSELF & YOUR CUSTOMER - DISCOVERING COLOR BRAIN (CB) GENETIC PROCESSES

- What color is your brain? 4 Colored Brain Processors;
- CB impact on your communication & relationship with customers;
- Colored Brain Communication Inventory (CBCI) - evaluation, awareness, reflection & change
- How does the color brain of customers impact on your own?
- Communicate, relate & convince according to the other party's brain color.

Evaluation: CBCI Administration. Video: Color Brains in Action

Activity: CB Cards "Building A House On The Moon Color Brain Business Game"

2. DEEPER UNDERSTANDING OF YOUR CUSTOMERS - EMOTIONAL DRIVERS & CUSTOMERS' MODEL OF THE WORLD

- Identifying your external & internal customers;
- Understand customers' model of the world - what goes on inside their Heads & hearts - how they perceive the world around them;
- Understand how people delete, distort or filter what you say mentally-what can you do to overcome this;
- Discover how to read customers' mental maps, perceptions & motivations - why "the map is not the territory";

Day 2:

6. CUSTOMER COMMUNICATION SKILLS

- Communicating in a way that gets results desired;
- Overcoming barriers to communication;
- Expressing appreciation;
- Control of emotions : service from the heart;
- Don't take things personally: separate people from issues;
- Increasing your emotional intelligence while communicating & interacting with customers;

Activity: Increasing Communication Effectiveness

Game: Bomb Aplomb

7. CREATING SATISFIED & HAPPY CUSTOMERS & CUSTOMER LOYALTY

- Periodic monitoring & thorough follow up - checking back with customers after taking action;
- Constantly monitor the demand fluctuations & react accordingly;
- Service from the heart : little things mean a lot;
- "Little Extra" & "Go the Extra Mile" - way towards quality customer service;
- Categories of customer service - personalized service & behavior to capture customers.

Activity: Your Company's USP

Activity: Creating Satisfied & Happy Customers

8. ATTITUDE, MINDSET & POSITIVE THINKING

- Positive self motivation;
- Terminate negative thoughts/ beliefs & change self defeating habits/ behavior;

- Evaluate what drives you & customers to act & make decisions.

Game of Sensory Acuity

Game of Empathy: Perceptual Position

Card Game: Discover Your Emotional Drivers

3. BUILDING RAPPORT & APPLYING NON VERBAL COMMUNICATION

- Understanding body language & creating an impression;
- Recognizing, understanding & giving non verbal signals;
- How to build rapport & influence instantly with your customers;
- Getting your basic attitude right & be flexible in your own behavior;
- Essential people skills to build superb customer relationships.

Powerful NLP Techniques To Build Rapport, Trust & Credibility

Activity: Develop Presence & Credibility

Team Exercise: Guess Who's Telling The Truth!

Role Play on Body Language

4. SHOW DEEP INTEREST OF CUSTOMERS' EXPECTATIONS & CONCERNS REALLY WELL

- Master probing skills to understand customers' true needs & uncover their problems;
- Understand business meeting & social etiquette & norms;
- Learn the secret to getting attention & engaging the prospect;
- How to get the customers to listen to you & why should the customer do business with you? Learn to be solution providers especially in these extremely challenging times;
- Seeks to understand the reasons behind customer's needs / develops sales activities to satisfy customer's needs.

Practice Session: Probing Skills

5. ASKING QUESTIONS & ACTIVE LISTENING

- Choosing the right questions for different responses;
- Striking the right tone & showing attentiveness;
- How to listen properly & actively;
- Recognizing & overcoming prejudice;
- Checking that you understand the message;
- Responding to someone & acting on what you hear.

Questioning Game

Role Play: Active Listening.

- Techniques to Master Your Mind;
- How to change state within minutes to achieve peak performance;
- Prevent own actions from giving problems to customers.

Activity: Change Physiology

Activity: Change Focus & Thoughts

Activity: Change Mental Map - Affirmations, Emotionalization, Visualization

9. TACKLING & HANDLING OBJECTIONS: PUTTING OUT THE FIRE

- How to effectively handle objections?
- Your secret weapon - The Objection Handling Tactic;
- Learn to analyze what's behind customers' words & how to get to the real truth behind every objection!
- Evaluate how to ask specific questions, handle cognitive objections, get the right information & to melt emotions away or putting out the fire;

- Prevent own actions from giving problems to customers.

Practice Session: Master an Effective Objection Handling Process

Practice Session: Develop Personalized Response For Handling Objections

10. DEALING WITH DISSATISFIED & DIFFICULT CUSTOMERS

- The challenge - check for frustrations & dissatisfactions;
- Dealing with various 'difficult' or angry customers - disarming upset customers;
- Moving from 'follow-the-rules' to using judgement;
- Words & phrase to use & not to use;
- Cooling the customer using D.E.F.U.S.E. technique;
- Working towards positive & win/win outcomes;
- Include customer's practical ideas in plans;
- Follow up - getting repeat business from satisfied customers.

Activity: Role Play Scenario

Role Play: Dealing with Difficult & Angry People

Course Leader

Rachel Khor - Creative, Dynamic, Inspiring, Charismatic, Versatile

- ✓ Certified Master Performance Coach (ICF Approved - International Coach Federation)
- ✓ From DC Psychology International & American Institute of Business Psychology
 - Certification in Colored Brain Communication
 - Certification in Human Drivers & Motivation
 - Certification in Dynamic Speaking
 - Certification in Curriculum Development
- ✓ Certified Trainer in Emotional Quotient
- ✓ Trained with Master Cheng Hung Yeh in Truth of Emotions Through Movements, Energy Dance (Body, Mind & Soul), Language Communication
- ✓ Certified Professional Facilitator
- ✓ Certified Trainer PSMB (Ministry of Human Resources Malaysia)

- ✓ Certification in Neuro Linguistic Programming (NLP)
- ✓ Certification in Hypnotherapy from London College of Clinical Hypnosis (LCCH)
- ✓ Attended course on **Clinton Swaine's Experiential**

Training "Play To Win", Silva Life System in Mind Development & Stress Control. Also attended courses on Mind Mastery, Laws of Attraction, Napoleon Hill's Principles of Success, Emotion through Sound & Movement, Breakthrough Program by Asiaworks, Communication by Landmark Forum, Money & You, Creativity, Problem Solving, Grooming & Etiquette, Accelerated Learning Techniques, Sales & Marketing, Digital Marketing, etc.

With more than 16 years in corporate training, Rachel Khor is a full time trainer as well as an experienced entrepreneur & businesswoman.

Rachel Khor is also a **Master Trainer** in Time Management, Emotional Intelligence & Emotional Drivers, Leadership, Change Management, Success Tools, Colored Brain, Creativity/Thinking Outside The Box, Problem Solving Skills, Master Your Mind, Communication, People Skills, Handling Difficult People, Peak Performance, Goal Setting, Positive Work Attitude.

She has also undertaken training, consultancy & facilitation projects with various companies, both private and public sectors. She is a sought after **Learning & Development Strategist, People Developer, Trainer, Coach and Mentor**.

Her training & coaching incorporate effective evaluation methods, powerful techniques of varied disciplines & practical tools for all her learning solutions. **Driven by a passion for delivering awesomeness**, she ensures she execute cutting edge learning technologies, share highly relevant knowledge, provide critical & up to date information, deliver time tested methodologies & conduct interactive sessions - all are formulated to achieve results like never before.

Her **determination & speed in producing training solutions** is one of the key reasons our clients keep coming back to her. Her research, knowledge & experience made Rachel Khor in the front line within her profession. She loves people development - during her high impact training sessions she is dynamic, dedicated & results driven. She utilizes Experiential Accelerated Training methodologies to inspire change & get fast results.

She trains with her personal brand of positivity, charisma, creativity & focus which greatly motivates her participants to achieve greater heights of achievement & accomplishment. Participants have described her sessions as inspiring, energetic, & easy to understand. During her sessions, her ability to be **neutral, non-judgmental, supporting the group & upholding its wisdom has allowed her to effectively extract participation in a magical way**.

She has presented papers in various national events, seminars including speaking at PSMB Forum & CEO Forum & was rated highly by both the audiences & the organizers.

Based on the belief that every individual has a core genius & the ability to excel given the right opportunities; Rachel's training methodology breaks limiting beliefs, overcomes obstacles & cultivates trust across cultures.

She received her training in USA, UK, Australia, Singapore & Malaysia. Prior to starting her own company she has worked with the Singapore Government & was the Conference Director of AIC, an international conference company listed on the London Stock Exchange, based in Australia.

She has trained under the world famous Millionaire Mindset trainer, T Harv Eker where she trained in Master Your Mind & Guerilla Business Intensive. She has also trained under America's leading management trainer, Blair Singer for Sales Dog Training, Powerful Sales Presentations & Train the Trainer. She is a keen practitioner of Mind Mapping & Mind Power. She has attended the training of some of the best world class trainers & leading coaches including Anthony Robbins, Robert Kiyosaki, Blair Singer, Harv Eker, John Maxwell, Jay Abraham, Joel Roberts, Dr Joe Vitale, Jose Silva, Burt Goldman, among many others.

Rachel has excellent communication skills & easily develop fantastic rapport with her participants. Due to this she always receives rave reviews & excellent ratings. She achieves this by ensuring her training is **relevant, result oriented, solution based - made fresh with new ideas, strategies & techniques**.

She has trained many executives & managers from various industries & MNCs, bringing to them the latest tools & methods to excel. Rachel's strongest point is her ability to bring out the best in every participant. Her **Unique Selling Point** is her innovative, practical approach to training & her ability to make the training unique, enjoyable yet rewarding. What she teaches can be applied back at the office. She mixes **no nonsense pragmatic information with creative mind power & mindset changing strategies to make her courses relevant & results oriented**.

Closing Date for Registration:
23 January 2019

flexiEdge Training PLT
Shoplot No. 9, Ground Floor,
Hotel Equatorial Penang,
1, Jalan Bukit Jambul,
11900 Bayan Lepas, Penang.
Tel/ Fax: 604-646 8377

Investment / Participation Fees	
Normal fee: RM 1,100.00 / participant	10% group discount for <u>three (3) or more</u> registered participants from the same company or subsidiaries

REGISTRATION FORM

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REGISTER NOW!

No.	Name of Participant(s)	Designation	Vegetarian? (please tick <input type="checkbox"/>)
1			
2			
3			
4			
5			
6			

Registration Submitted By:

Company Name:

Company Address:

Contact Person:

Designation:

Tel:

Fax:

Email:

Payment: Enclosed herewith Cheque/ Bank Draft (No. _____) amounting to RM _____ for () participant(s), crossed and made payable to "flexiEdge Training PLT". OR
Bank in / transfer to our CIMB Bank A/C No.: 800 794 3431 and send us the bank in/ transaction slip.

Kindly send your completed registration form through email to Ms. Felicia Tham/ Mr. Quah Eng Siang at administrator@flexiedge.com.my or through fax to 04-646 8377. For further enquiry, please contact Ms. Felicia Tham/ Mr. Quah Eng Siang of flexiEdge Training PLT at Tel: 04-646 8377/ 012-479 8377/ 013-588 3355

Terms and Conditions

1. Fees are inclusive of program kits, refreshments, lunch and certificate of attendance.
2. Program confirmation will be notified through email before the program date.
3. (a) Cancellation / notice of withdrawal must be given in writing (email) to us before program confirmation, no fee shall be charged.
(b) No cancellation is allowed once our program confirmation is emailed to you. However, if registered participant is unable to attend, replacement is allowed. No show shall be fully billed. No refund if participant/ replacement does not turn up on the training day.
4. flexiEdge Training PLT has the right to change the dates, time, venue, course leader or cancel the scheduled training due to unforeseen circumstances beyond its control.

*This program can be customised for In-House Training upon request.
Please contact Ms. Felicia Tham/ Mr. Quah Eng Siang @ 04-646 8377/ 012-479 8377 or email us at administrator@flexiedge.com.my for more details or proposal.*

Visit us at www.flexiedge.com.my