



Pakistan Society for
Training & Development



ATTITUDE FOR SERVICE

COURSE CONTENT

1. Your attitude

2. Introduction to service

- Why Service?
- Understanding what service means?
- How to give superior Service with the "WOW" effect?

3. Understanding Building Customer Relationships

- Why is it that we do this?
- What's in it for me? (Video)

4. Creating a Relationship with the Internal & External Customers

- How to build relationships?

5. Customer Relationship Interaction Cycle

6. Dealing with Difficult & Complaining Customers

- Essentials of mirroring
- Understanding the difference between Objection & Complaint
- Types of difficult people

7. Five Forbidden Phrases in building a Service Relationship

8. Customer Engagement Model

- Four Pillars of Customer Engagement
- Customer Engagement Pay off's

9. Synergy between Front & Back end

LAHORE 24th - 25th Nov 2017
9:00am - 5:00pm
Faletti's Hotel, Lahore

Course fee: **Rs. 22,500/-** (Exclusive of GST)
(Per participant)

Includes Course material, PSTD Certificate, Lunch,
Refreshments & Business Networking

FOR REGISTRATION AND DETAILS CONTACT

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10. Introduction to Interpersonal Skills

• Individuals will understand what interpersonal skills are, why is it important? And what are the other important skills with in interpersonal skills. Share the employer's view survey carried out by James Madison University USA regarding the important skills to an employer.

11. Improving interpersonal Skills

• Individuals will learn the different ways of how to improve their interpersonal skills. Along with an experience story which will be shared with the team.

12. Communication

• Individuals will understand what the communication process is, do a negative & positive role on communication, learn the

7C's of communication, understand and learn how to use the mirroring Communication method effectively.

13. Managing Service Conflicts

• Individuals will understand what is a conflict? And what are the repercussions of getting into a conflict? Individuals will learn of conflict management through the 3 beaker theory demonstration and the conflict management model. Individuals will also learn the TACTFUL approach when managing a conflict.

14. Service Networking

• Individuals will understand what is Network and how it plays an important role in career and personal development. Why is networking worthwhile for the individual and what are the bad networking habits that need to be avoided? Individuals will also learn the 7 tips for effective networking.



Trainer's Profile:

CLIFFORD LUCAS

Clifford Lucas is an experienced business executive who is extremely passionate about learning and personal development. He is an adaptor and is a very flexible when dealing with people. He is able to engage with people to help them live their values and achieve their goals, while motivating them to realizing their full potential. He has been associated with leading organizations such as Citibank, ABN AMRO Bank Pakistan & ABN AMR^o Bank Indonesia, Royal Bank of Scotland, Faysal Bank and Samba bank Limited, working in various management positions such as Head Contact Center, Head Customer Services & Issue Management, Head of Tele sales and Head of Service Quality. As a Certified trainer, accredited by Kudus Zeal Renewal (KZR) and also attended the IFC Business Edge several soft skills

training programs to help individuals achieve their desired goals in challenging situations. Having over 20 years of diverse professional experience in Call Center, Customer Service and learning and development, he has conducted several competency based workshops at different levels of lower & mid management both locally and internationally. His ability to connect emotionally with the audience makes him a speaker of choice. Besides this, his work ranged enormously and has involved design, delivery and facilitation. In Pakistan, he has designed, developed & conducted several soft skills workshops from the platform of Institute of Banker's (IBP), Pakistan Society of Training & Development (PSTD), OCTARA, Hadaway, and Corporate Learning Solutions.

Topics covered on behalf of these companies are:

- Customer Service Excellence
- Personal Grooming & Mannerism
- Telephone Handling Skills
- Customer Relationship Management & Complaint handling
- Stress & Time management
- Building Interpersonal Skills
- Teller Development program etc
- Communication Skills
- Presentation Skills
- Collective SMART goals setting Team Building
- People Management
- The power of Positive Attitude dealing with difficult people
- Selling Skills

He has been invited as a guest speaker on various topics by well-established institutions such as Karachi University, DHA Degree College, Mohammad Ali Jirinah University, The Catholic Youth Commission, Jesus & Mary Convent School, St. Anthony's High School, St. Patrick's Girls High School and the Shia Imami Ismaili Council for Pakistan and Terabiz, TRG.