

6-Star Service Excellence

DATE : 20 May, 2014	CODE : CSE
MEDIUM : Cantonese / English	DURATION : 1 Day
FEE : HK\$3,480	EARLY BIRD : HK\$3,180

In a competitive business world where the demand is after the supply, building customer trust and maintaining their loyalty are the professionals' top priorities. They need to communicate their ability, attitude and discipline to meet and exceed their customers' expectations. Customer support should be provided consistently throughout the service process. In this programme, the participants will develop their service skills as follows:

1. Building rapport with customers
2. Delivering service to meet customers' needs
3. Negotiating for business results
4. Turning problems into opportunities

Methodology

Lecture, Role-plays, Discussion, Video

COURSE OUTLINE

1. The Service Process

The participants will compare an 8-step sale process to the service process. They will define how to meet customer expectations on 2 levels: Basic and Extra

2. Building Rapport

The participants will understand the impact of verbal, vocal and visual elements in the following communication channels: Face to face, On the phone and In writing

3. Listening to Identify Needs

The participants will view a *video* and followed with a *discussion* to:

- Define active listening behaviours
- Learn questioning techniques to probe information

4. Presenting with Confidence

The participants will practise through *exercises and role-plays*:

- A customer-oriented language
- Empathetic vocal elements
- Enthusiastic body language

5. Negotiating for Win-Win Solutions

The participants will *role play* situations requiring them to overcome objections by:

- Staying focused
- Choosing negotiation methods

6. Service Recovery

The participants will learn how to resell service in the following situations:

- Handling complaints
- Dealing with difficult customers

7. Networking with Customers

The participants will *discuss* ways to maintain their rapport with others by networking with:

- Internal customers to pool resources
- External customers to expand business

COURSE ARRANGEMENTS

Course Date	Course Title		Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium
May 14, 2014	Matrix Leadership Workshop	NEW	MLW	1	HK\$3,480	HK\$3,180	Apr 17, 2014	Apr 23, 2014	C/E
May 14-15, 2014	Project Management Workshop		PMW	2	HK\$6,180	HK\$5,680	Apr 17, 2014	Apr 23, 2014	C/E
May 15, 2014	Strategic Networking Skills in Modern Organisations	NEW	SNS	1	HK\$3,480	HK\$3,180	Apr 17, 2014	Apr 23, 2014	C/E
May 19, 2014	Body Language Workshop	NEW	BLW	1	HK\$3,480	HK\$3,180	Apr 25, 2014	Apr 30, 2014	C/E
May 20, 2014	6-Star Service Excellence		CSE	1	HK\$3,480	HK\$3,180	Apr 25, 2014	Apr 30, 2014	C/E
May 21, 2014	Effective Business Writing		EBW	1	HK\$3,480	HK\$3,180	Apr 25, 2014	Apr 30, 2014	C/E
May 22, 2014	Assertiveness Skills Workshop	NEW	ASW	1	HK\$3,480	HK\$3,180	Apr 25, 2014	Apr 30, 2014	C/E
May 23, 2014	Managing Conflict and Disagreement		MCD	1	HK\$3,480	HK\$3,180	Apr 25, 2014	Apr 30, 2014	C/E
May 27, 2014	Managing Your Time and Priorities		MYTP	1	HK\$3,480	HK\$3,180	May 2, 2014	May 7, 2014	C/E
May 28, 2014	Problem Solving and Decision Making		PSDM	1	HK\$3,480	HK\$3,180	May 2, 2014	May 7, 2014	C/E

* Fees includes refreshments and buffet lunch
** We accept P. Cards

TIME: 9:00 am - 5:00 pm daily
VENUE: Regal Hongkong Hotel, Causeway Bay, HK.

PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

CANCELLATION AND SUBSTITUTION POLICY:

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

ATTENDANCE CERTIFICATE:

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

THE ON-SITE OPTION:

If there are 10 or more people in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. For more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number 2838 1182.

CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:

Please visit our Website at www.celhk.com or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

Company Name: _____

Address: _____

Tel: _____ Fax: _____ Email Address: _____

Contact Person: (Mr/Ms) _____ Job Title: _____ Tel No: _____ Fax No: _____

Authorized Person: (Mr/Ms) _____ Job Title: _____

Signature: _____ **Date:** _____

Cheque enclosed for HK\$

Please note seminar fees are payable in advance

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt



BY PHONE:
Call Miss Mak at:
2838-1182



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BY FAX:
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