

SERVICE TOOLKIT



Course I:

Service Excellence

5 October 2012, Sheraton Hotel & Towers, Karachi
2 November 2012, Pearl Continental Hotel, Lahore

Key Benefits:

After having completed this program, all participants will:

- Learn to communicate information in a clear, concise & engaging manner
- Handle customer complaints the right way
- Win back the loyalty of angry customers
- Manage rising customer expectations



Course Facilitator

Hassan Bin Rizwan

- B.S. in Electrical Engineering & Behavioral Sciences, USA
- Masters in Business Administration, IBA, Karachi
- 'Super Sales Award' CutCo Products, USA (2000)
- Guest Speaker at American Youth Scholars Seminar
- Participated in 'Talking Point', BBC World (2005)
- 'Hall of Fame' entry at the Skills Development Center, USA, for training services (2002)

Special Offer

Book your seat
in **both** courses and
SAVE PKR 4,000

Course II:

Managing Service Teams

6 October 2012, Sheraton Hotel & Towers, Karachi
3 November 2012, Pearl Continental Hotel, Lahore

Key Benefits:

After having completed this program, all participants will:

- Creating a service culture to reflect service delivery
- Understanding customers to serve their needs
- Measuring service quality
- Learning why excellent internal service results in excellent external service



For Registration & Details:

Tel: 021-34534261, 021-34536315, Fax: 021-34520708,
E-mail: register@octara.com | www.octara.com



Course Facilitator

Hassan Bin Rizwan

Hassan Bin Rizwan is an entrepreneur, management consultant and conference leader with detailed professional experience in management consultancy and HR training both in the US and in Pakistan. From working as a salesman for CutCo Products, a world's leading exclusive cutlery brand, to leading a US-based seed-phase start-up, HireLabs Inc., to a profitable acquisition; from providing sales capacity-building consulting to PepsiCo, UAE, assisting the sales effort in the launch of the 1st and 2nd Issue of Engro Rupiya Certificate, Hassan has had a cross-industry, cross-product experience of successfully leading and delivering goal-oriented projects, both at home and abroad.

As a consultant and facilitator, Hassan has worked with several local and international clients on short-term, high-impact projects that have delivered measurable results. His recent assignments include sales team development program of SSFL, UAE; customizing sales process improvement at Reckitt & Benckiser, Pakistan; sales capability enhancement at Pak Suzuki and sales team capacity-building at Maersk Pakistan. Hassan also leads a digital design agency that provides marketing services in the emerging media space. He speaks at local and international conferences and recently represented Pakistan at Asia HRD Congress in Malaysia.

Hassan holds a Bachelors Degree in Electrical Engineering from the USA and is also an MBA from IBA, Pakistan. Hassan is a Project Management International (PMI®) certified Project Management Professional (PMP®). He regularly attends courses and trainings both locally and abroad to enrich his own pool of knowledge and enhance his participants' learning experience.

Off the training floor, Hassan also hosted a weekly radio talk show on business affairs on Radio1 FM 91, Pakistan's premier radio station. Hassan also writes an active blog on a variety of topics related to sales, personal development and growth-oriented business strategies. He has also been featured in the live BBC World discussion program formerly known as 'Talking

Hassan has trained participants from:



What delegates have said about Hassan's previous courses:

"The program helped me identify and improve my personal and emotional strengths as a manager."
Talat Rabia, VP & Head of Corporate Sales, UBL

"Practical learning activities and excellent interaction throughout the sessions."
Ana Tassaduq, Training Coordinator - Bank Alfalah

"Great presentation and communication techniques for multiple business situations!"
Rahat Rafiq, Assistant Brand Manager - ICI Pakistan

"Overall a good, beneficial course. Hassan maintained a clear, focused and effective learning approach."
Sohail Qadir, Assistant Manager - Meezan Bank



Past participants of
Supervisory Toolkit
held on 22nd of April, 2012 with Hassan Bin Rizwan

Workshop Theme

How your employees serve your customers can make or break your company's image. Especially in today's customer-oriented business environment, these 'service skills' are critical for personal and organizational success. When employees treat customers like royalty, customers always come back for more. That is what we call the 'wow' effect - taking your customers by surprise in a pleasant way. How you handle your customers can directly affect your individual goals as well as your team's and company's performance.

This program is designed to specifically steer participants on the way to superior customer service. It will take into account all aspects of how motivation plays an important role in customer service, how to deal with angry customers by saying the right thing at the right time and creating a service-oriented culture to understand and manage customer expectations.

Learning Features

This program will use a variety of accelerated learning techniques to help delegates learn more readily, recall their learning more effectively, and apply it in their real day-to-day working situations. The course is intensive, practical and great fun. Participants will achieve maximum benefit from this course through a well-designed sequence of:

- Individual and group exercises
- Relevant self-discovering questionnaire
- Team activities
- Best-practices sharing
- Story-telling
- Video-based activities

Who Should Attend?

This program is ideal for professionals from the junior to middle management cadre involved in dealing with external customers.

Course I: SERVICE EXCELLENCE

Customer Service is a Profit Center

- The Rising Expectation phenomenon
- Lifetime value of a customer
- Taking the first step - Service Mindset

Communicating with Customers

- Probing - understanding the root problem
- How to say 'NO' without upsetting the customer
- Basics of persuasion and logic
- Mastering persuasive communication
- Service skills for telephone communication
- Service skills for face-to-face communication

Managing Expectations for Greater Satisfaction

- It is all about perception
- The concept of 'managing expectations'
- Thinking twice before committing
- What are 'customer touch points' and how to improve them?

Dealing with Difficult Customers

- Not every difficult customer is the same
- THREE ways to deal with difficult customers

Service Recovery

- Avoiding phrases that aggravate anger
- Anger Management -
5 ways to calm the angry customer
- Turn the angry customer into a happy customer using the FIVE-step recovery system



Course II: MANAGING SERVICE TEAMS

Creating a Service Culture

- Creating your team's service vision & mission
- FOUR basic ingredients that make up culture
- How your team culture affects your team's service delivery
- Excellent internal service - Outstanding external service
- Creating a culture that puts service first

Understanding your Customers

- Customer profiling - classifying your customers into manageable categories
- The 80-20 Rule - your most valuable customers
- Serving your customers' most critical needs

Service Standards

- Understanding the different standards of service
- Service Audit - how good is your team's service?
- Action Plan: What steps need to be taken to take your service to the next level

Measuring Service Quality

- Concept and application of service quality
- THREE models to measure service quality
- Be the numbers: Using analytics to measure your service delivery
- Action Plan: Steps to improve your service quality

Keeping the Team Energized

- The 'thankless' job - why service professionals get exhausted faster than other professionals
- How motivation works - what you can do to keep the morale up
- Action Plan: What needs to change to raise the motivation level of your team



SERVICE TOOLKIT[®]

Workshop Investment (Fee per participant)

Course I:	Course II:	2 Day Package
PKR 12,000/-	PKR 12,000/-	PKR 20,000/-
10% Group Discount on 2 or more participants		SAVE PKR. 4,000

Note: Only one discount offer is applicable at any given time

Fee includes course material, Octara certificate, lunch, refreshments & business networking

Bring Service Toolkit[®] In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at jason.bosco@octara.com or call at **0332-2422732** for more details.

5 Easy Ways to Register

 021-34534261 021-34520092	 Octara Private Limited 2/E-37, Block-6, P.E.C.H.S., Karachi.
 021-34520708	
 register@octara.com	 www.octara.com

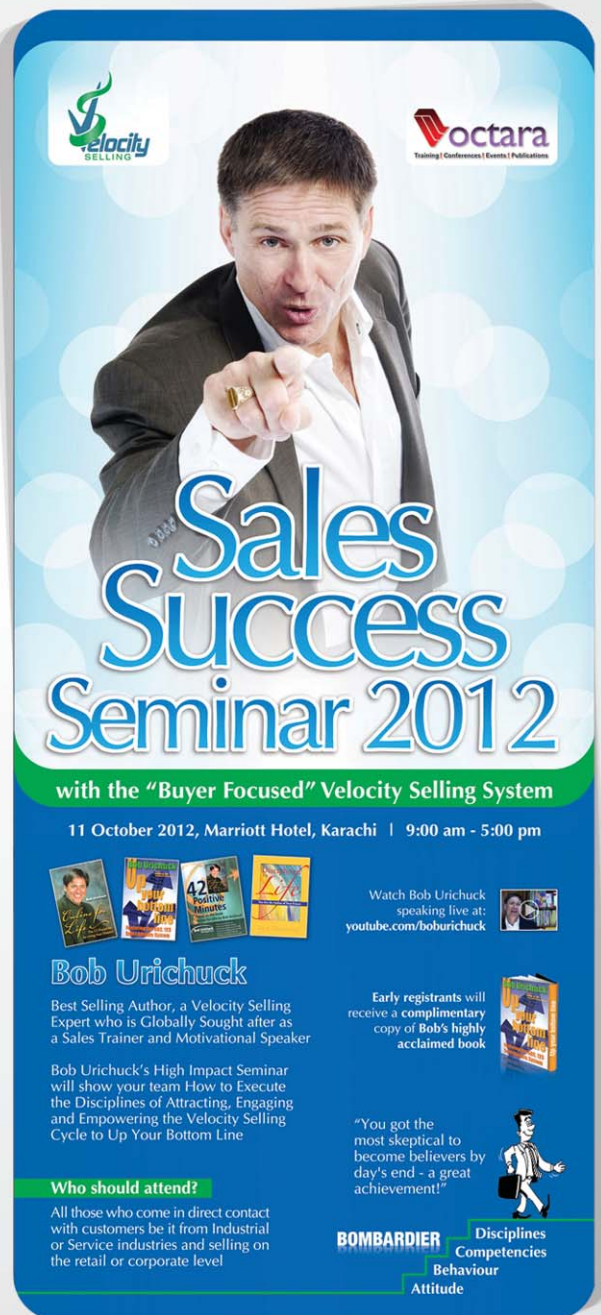
Payment:

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.

Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of
"Octara Private Limited"

To: **Muhammad Imran Anwer**
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Training | Conferences | Events | Publications

Sales Success Seminar 2012

with the "Buyer Focused" Velocity Selling System

11 October 2012, Marriott Hotel, Karachi | 9:00 am - 5:00 pm

Watch Bob Ulrich speaking live at: youtube.com/boburichuck

Bob Ulrich
Best Selling Author, a Velocity Selling Expert who is Globally Sought after as a Sales Trainer and Motivational Speaker

Bob Ulrich's High Impact Seminar will show your team How to Execute the Disciplines of Attracting, Engaging and Empowering the Velocity Selling Cycle to Up Your Bottom Line

Early registrants will receive a complimentary copy of Bob's highly acclaimed book

"You got the most skeptical to become believers by day's end - a great achievement!"

Who should attend?
All those who come in direct contact with customers be it from Industrial or Service industries and selling on the retail or corporate level

BOMBARDIER Disciplines
Competencies
Behaviour
Attitude

Logistics Partner

Partner

Strategic Partners

