

# The Customer is KING Series



**2 powerful programs for you to give eminence to your customers**

Course Facilitator: **Sandra Reeves** Senior Director CTC Consultants, Asia Pacific

## Course I

### **Customer First<sup>©</sup>**

Enhance your service excellence to build an impressive customer base

**15 February, 2010**, Pearl Continental Hotel, Lahore

**18 February, 2010**, Sheraton Hotel, Karachi

9:30 am - 5:30 pm

#### Key **Benefits:**

- Employ the 10Cs of superior service
- Impress with positive first impression
- Listen and ask the right questions
- Keep cool under stressful conditions
- Win clients with service behavior
- Overcome objections from clients convincingly
- Learn 10 ways to delight customers
- Learn to say “No” Tactfully
- Identify & employ correct customer centric behavior

## Course II

### **Winning & Retaining Customers<sup>©</sup>**

Discover the best practices of winning & retaining profitable customers

**16 February, 2010**, Pearl Continental Hotel, Lahore

**20 February 2010**, Sheraton Hotel, Karachi

9:30 am - 5:30 pm

#### Key **Benefits:**

- Learn how to determine who is worth retaining and who is worth winning back
- Understand 7 Ps Process to attract & win clients
- Discover survival strategies for difficult times
- Improve tactics to build relationship and customer loyalty
- Comprehend 10 Cs to “WOW”, “WIN” and “RETAIN” your customers
- Explore how to use relationship selling

Register Online [www.octara.com](http://www.octara.com)

Tel: +92-21-34534261, +92-21-34536315, +92-21-34520093

Fax: 021-34520708, 021-34546639, E-mail: [register@octara.com](mailto:register@octara.com)

**Book your seat  
in both courses  
and SAVE**

**PKR 5,000**



Course Facilitator

# Sandra Reeves

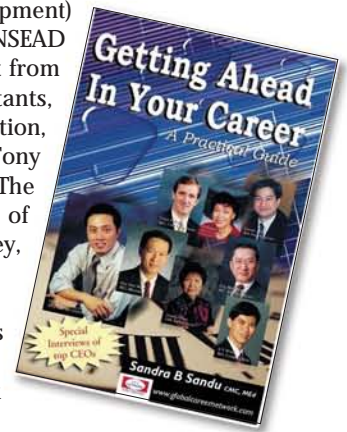
Senior Director, CTC Consultants Asia Pacific

Sandra Sandu-Reeves, FCMC, MEd is a Certified Management Consultant and Corporate Trainer with extensive 22-year training experience in Selling like a Pro! Superior Service, Negotiate like a Pro!, Winning Customers! Relationship Management, Call Centre Success! Network like a Pro! Overcoming Objections, Telemarketing Skills, Customer Retention, Up your Motivation, Customer Delight, Positive Attitude, Time Management, Stress Management, Creative Thinking, Mind Mapping and Innovation. She has been the force behind the training of key personnel of multinationals from across the Asia Pacific region.

Since 1982, CTC Consultants Asia Pacific, of which Sandra is the Senior Director, has designed, developed and delivered Sales and Service improvement workshops for leading corporations across the Asia Pacific having trained more than 50,000 sales, service and executive personnel from more than 350 organizations.

Sandra has a Masters degree in Education, MEd, (Training and Development) Sheffield University, UK & has also studied Strategic HR Management at INSEAD School of Business, France. She is a Certified Management Consultant from the USA as well as a Fellow of the Institute of Management Consultants, USA. She is a Certified Trainer of The American Management Association, USA, as well as The Brian Tracy Sales Training Programs USA, The Tony Buzan Creative Thinking and Mindmapping Centre Dorset, UK, The Management Development Institute of Singapore (MDIS), Institute of Management Consultants (IMC), and Business Thinking Systems, Sydney, Australia.

Sandra is a well-known speaker at international conferences and has been listed in International Who's Who Directory since 1997. Sandra has also authored an acclaimed guidebook "Getting Ahead in Your Career".



## What delegates have said about Sandra's previous courses

"Outstanding" is how we would describe Sandra's training sessions. Our dealers, clients and staff are delighted. We were impressed with her professional approach."  
Emerson Process Systems, USA

"Critical learnings for today were brainstorming in different scenarios and ways to target prospects & to make them loyal."  
Ufone, Pakistan

"I got to know that some businesses are not worth going after and also key account management."  
Habib Bank Limited, Pakistan

"Sandra is truly an eminent trainer with extensive experience and professional qualifications. We have used Sandra's training services to run multiple courses."  
National University of Singapore, Staff Development Centre

## Top global clients benefited from Sandra's workshops:



## Top local clients participated in Sandra's workshops:



- » How many customers have you lost this year?
- » Where do you stand in your customers' mind?
- » Are you unable to attract new clients?
- » Do you have the right pricing strategies?
- » Do you find it difficult to please customers?
- » Are you going that extra mile?

If you face these market challenges, book your seat for the KING series...

## Course I

### Customer First<sup>©</sup>

**15 February, 2010**, Pearl Continental Hotel, Lahore  
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#### Course Overview:

To make any business survive & thrive it is essential to create a memorable impression on your customers at the first encounter. This influence that you once develop affects the way your customer thinks about you. Experience the skills to develop the right attitudes to delight customers.

#### Course Outline:

- ✓ Your Service roles and responsibilities revisited
- ✓ Customer-centric service behavior
- ✓ What turns customers on?
- ✓ What turns customers off?
- ✓ 10Cs of Superior Service
- ✓ Positive Service impressions
- ✓ Moments of Truth – making them pleasant
- ✓ Listening Skills – A-L-E-R-T
- ✓ Asking the right key Questions – 7 practical tips
- ✓ Reconfirm details and follow up action
- ✓ Keeping Cool – what works?
- ✓ Overcome Objections from clients – seven tested examples
- ✓ Calming and assuring your client – five proven techniques
- ✓ Managing Hard to Please Customers
- ✓ Saying “No” Tactfully using 4Rs
- ✓ Five Step Service Intervention checklist before Escalation

## Course I|

### Winning & Retaining Customers<sup>©</sup>

**16 February, 2010**, Pearl Continental Hotel, Lahore  
**20 February 2010**, Sheraton Hotel, Karachi

#### Course Overview:

This one day structured seminar will enable you to improve your confidence and mindset eventually giving you the right professional approach. Understand the needs and attitudes of clients during tough times. And learn to use right pricing strategies and relationship selling tactics to retain and win-back your profitable customers.

#### Course Outline:

- ✓ What to expect in tough times and boom times?
- ✓ Paradigms of selling and marketing in challenging times! What works and what does not?
- ✓ 7Ps Process to Attract and Win Clients
- ✓ Prospecting for new clients in tough times
- ✓ Profile and Analyze your client
- ✓ Pre-qualify clients before you meet them
- ✓ Survival strategies for difficult times
- ✓ Prepare your base position, “non-negotiables” & concessions
- ✓ Winning Clients – Key Factors
- ✓ Right pricing strategies to win clients in tough times
- ✓ Convincing Clients
- ✓ Overcoming Objections
- ✓ Recovering Lost Customers
- ✓ Relationship Selling in tough times
- ✓ 10Cs to “WOW” your Customers and Clients

#### Training Methodology:

Training effectiveness is maximized by a combination of interactive action learning, guided worksheets, group discussions, case-studies, application practical sessions and useful checklists to provide you with readily applicable solutions.

### Who should attend?

The  
**KING**  
 series is designed for:



- Help Desk
- Support Staff
- Technical Support
- VPs of Marketing & Sales
- Front-line or Support Staff
- Corporate Sales Managers
- Market Research & Analysts
- Customer Service Managers
- Database Marketing Managers
- Business Development Managers
- Customer Retention & Loyalty Managers
- Loyalty & Relationship Marketing Agencies
- All levels of executives especially from Sales, Marketing, Key Accounts, Management, Client Servicing & Customer Service

## Course I

# Customer First<sup>®</sup>

15 February, 2010, Pearl Continental Hotel, Lahore

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### Seminar Investment

- **Course I** (Fee per participant)

PKR **12,500/-**

10% Group Discount on 2 or more participants

- **Course II** (Fee per participant)

PKR **12,500/-**

10% Group Discount on 2 or more participants

- **Two-Day Discount Package**

PKR **20,000/-**

**SAVE PKR. 5,000**

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

Includes course material, Octara certificate, lunch, refreshments & business networking

### Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
E-mail : register@octara.com  
          : info@octara.com  
Fax : 021-34520708, 021-34546639
- Send us your:  
Name | Designation | Organization  
Mailing Address | Phone, Fax and E-Mail
- Send your cheque in favor of  
"Octara Private Limited" to:  
Muhammad Imran Anwer  
Octara Private Limited  
2/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

To receive this flyer by e-mail drop us a line at [info@octara.com](mailto:info@octara.com)

To view reports on our past training workshops and events logon to [www.octara.com](http://www.octara.com)

#### Registration Note

Participation will be confirmed subject to receipt of payment.

#### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as an invoice is received by the client. Due to any reason if the client is not able to attend the workshop/conference, they may inform Octara Sales/Finance department in writing within 48 hours of the receipt of the invoice. In case of no intimation from your organization we reserve the right to claim the invoiced amount. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 12 months.

## Course II

# Winning & Retaining Customers<sup>®</sup>

16 February, 2010, Pearl Continental Hotel, Lahore

20 February 2010, Sheraton Hotel, Karachi

### Bring

Course I

## Customer First<sup>®</sup>

Course II

## Winning & Retaining Customers<sup>®</sup>

### In-house

This seminar can be customized to suit specific needs of your organization at significant savings. Please contact **Muhammad Arif** at [marif@octara.com](mailto:marif@octara.com) or call at **0300-8275091** for more details.

## Upcoming Programs Book your seat TODAY!

#### Achieve More With Less

Saadi Insha  
21 January 2010, Lahore  
February 2010, Karachi

#### The Champion Supervisor

Hassan B. Rizwan  
19 January 2010, Karachi  
22 January 2010, Lahore

#### Inspirational Speaking

Baseer Sami  
25 January 2010 Lahore  
11 February 2010, Karachi

#### Creativity & Innovation for Business

Sandra Reeves  
17 February 2010 Lahore  
19 February 2010 Karachi

#### Improving Sales Performance Through Effective Sales Leadership

Jerry Brown  
February 2010, Karachi

Course I

#### Effective Key Account Management

February 2010, KHI & LHE

Course II

#### Practical Pricing Strategies for Bottom Line Results

February 2010, KHI & LHE  
Ian Ruskin Brown

Course I

#### Achieving Superior Services through Effective Performance Management

February 2010, KHI & LHE

Course II

#### Training Needs Analysis

February 2010, KHI & LHE  
Paul Wash

#### Staying in the Helicopter

Roger Harrop  
March 2010, Karachi

#### The Champion Negotiator

Hassan Rizwan  
March 2010, KHI & LHE

\*Octara reserves the right to change courses, dates, content or method of presentation.

Logistics Partner



Strategic Partners



Partners

