

BEYOND "EXCELLENT CUSTOMER SERVICE"

The New Psychology of Service Excellence

9 NOVEMBER 2005, 2 PM – 6 PM

TMC ACADEMY
141, NORTH BRIDGE ROAD CAPITOL CENTRE SINGAPORE 179099
OPPOSITE CITY HALL MRT STATION

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WHO MUST ATTEND:

Anyone seeking to understand their customers' psychological needs, learn how to connect and transform their ability to deliver satisfying customer service.

Especially suited for:

- ☒ front-line sale or service personnel
- ☒ sales & customer service managers
- ☒ professional services providers
- ☒ entrepreneurs
- ☒ business owners

WHY YOU SHOULD LEARN WITH US:

1. *Intellitrain is a specialist training enabler that conceptualises, organizes and delivers high quality training programmes which transform how you live and work.*
2. *We believe in delivering excellent value-for-money programmes so you and your organization will learn with us, again and again.*

ABOUT THIS SEMINAR

In today's competitive environment, a company's most important asset is its customers or clients. When we satisfy our customers, they not only contribute to our business by doing business with us, they help us grow in our business by returning and recommending us to others. Business success lies in customer satisfaction / happiness.

How do you ensure customer satisfaction? What are the underlying contributing factors? What are our customers' needs?

This half-day seminar is not just about your actions, e.g. your choice of words used or how to give more than expected. Using Dr. William Glasser's Choice Theory & Reality Therapy, you will better understand customer needs and behavior, the underlying causes of customer dissatisfaction or unhappiness and its effects, and discover effective ways of managing yourself when dealing with "challenging" or "unreasonable" customers.

LEARNING OBJECTIVES

In this seminar, you will:

- ☒ Discover the underlying causes of customer dissatisfaction / unhappiness
- ☒ Change your perspective towards the problem of unhappy or difficult customers
- ☒ Learn the "new" psychology approach to connect with customers.
- ☒ Be empowered to manage your work and personal life more effectively.

PROGRAMME OUTLINE

1. Introduction:
 - ☒ "Old" vs "New" Psychology – the cause of unhappiness or the source of happiness
2. Understanding Psychological Needs & "Wants" using Choice Theory:
 - ☒ Five Basic Needs – learn what drives your customers
 - ☒ "Quality World" – the world that is close to our heart and the role it plays
3. Application of Choice Theory & Reality Therapy to Customer Service:
 - ☒ Connecting Habits – how to connect and create that vital relationship with your customers
 - ☒ "Total Behavior" – enabling you to choose suitable ways of dealing with customers

METHODOLOGY

Lectures, Group discussions, Real-life Examples and Case Studies.

ABOUT YOUR TRAINER

Ms Evelyn R. Koh, Unlearn and Learn

Evelyn is a trainer, facilitator, tutor, mentor and counselor who holds a BA in Counseling Psychology and a Diploma in Action-based Training. She is pursuing her Masters of Social Science in Counseling.

Evelyn has spent 10 successful years in real estate with extensive background in property

Gain the edge with this innovative programme that combines the established psychological basis of Choice Theory and Reality Therapy with best practices in customer service. Transform your service quality today!

management, lease, sales and home mortgage. Some of her clientele were Esso Singapore, Exxon Chemical, 3M Singapore, Credit Lyonnais (Rouse) Singapore, Industrial Bank of Japan (IBJ) and other MNCs. Among her greatest achievements were single-handedly securing over \$44million mortgage loan for the bank, transacted over 80 units solely in a single project and transacted over \$30million sales. Through the years she has also gained extensive entrepreneurial experience in her small business operations. She has proven her skills in sales and marketing, negotiation and persuasion.

Evelyn is currently involved in life-skills training, tutoring, mentoring and counseling with children, youths and adults. She adopts constructivist and eclectic approach in her training and counseling, providing participants and counselees' active participation and involvement in their learning, self-development and self-evaluation. As a facilitator, trainer and counselor, her desire is to inspire, influence and empower others. Evelyn is also a member of Association for Reality Therapy (Singapore) and American Counseling Association.

REGISTRATION, CANCELLATION & REFUND POLICY

- Registrations will be confirmed upon receipt of full payment accompanied by a duly completed registration form.
- The Organisers will send email confirmations to all registrants whose payments have been received at least 5 working days before the event date.
- The Organisers reserve the right to refuse to register or admit any participant, and to cancel or postpone the course.
- Substitute delegates are welcomed, subject to the Organisers being notified at least 2 working days before the course of the details of the substitute delegate
- The Organisers reserve the right to impose a cancellation fee in the event any registrant wishes to withdraw from the course after the registration closing date.
- The Organisers will not entertain any request for a refund of fees made within 48 hours of course commencement. However a confirmed registrant who has paid in full the course fees but does not turn up for the course will be entitled to collect a set of the materials provided.

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REGISTRATION FORM

1st Delegate:

Name: Mr/Mrs/Ms/Dr. _____

Designation: _____

Email: _____

2nd Delegate:

Name: Mr/Mrs/Ms/Dr. _____

Designation: _____

Email: _____

3rd Delegate:

Name: Mr/Mrs/Ms/Dr. _____

Designation: _____

Email: _____

Organisation: _____

Address: _____

Telephone: _____ Fax: _____

As all registrations will be confirmed only by email, please provide email addresses at which you can be reached directly during office hours. If you have no email address, please indicate N/A so we can fax your confirmation.

Payment (please circle as appropriate):

	NORMAL RATES	EARLY BIRD DISCOUNTS (if you register before 18 October 2005)	GROUP DISCOUNTS (for 3 or more registrants from same organisation)
Intellitrain Preferred Clients	\$88.00	\$78.00	\$78.00
Others	\$108.00	\$98.00	\$98.00

Mode: Company cheque/Personal cheque/GIRO (for organizations with a GIRO account with SDF only)

Cheque payments should be made payable to "Intellitrain Pte Ltd" & arrive at 8 Robinson Road #10-00 ASO Building Singapore 048544 with your completed registration form by the closing date, Wednesday, 26 October 2005.

FOR QUERIES, CONTACT US AT:

Tel: 65572750

Fax: 65572751

Email:

customerservice@intellitrain.biz

INTERESTED IN CONDUCTING THIS PROGRAMME INHOUSE?

Are you facing specific issues in your organization? Or are certain aspects of this workshop more relevant to you than others? Are there real scenarios that you wish to learn how to manage? We can design a session just for your staff or team and conduct it in the comfort and privacy of your workplace. Contact June or Gabriel at 65572750 or email customerservice@intellitrain.biz for a no-obligation discussion now!