



EXPRESSING GREAT SERVICE SCRIPTS (March 7-8, 2011)

Course Overview

How would you like to be spoken to? By someone who speaks indistinguishable or by one who is articulate, expressive and refined in their choice of words?

Service scripts are carefully selected pre-written words, phrases or conversations that can be expressed effortlessly by any employees dealing with different types of customers. Service scripts training will help you to:

- Minimize communication errors
- Build assertiveness and confidence
- Gain positive reputation
- Create a professional image
- Reduce customer conflict

Course Objectives

In just two days, you will learn to:

1. Use Transactional Analysis to communicate with customers
2. Build your confidence in handling customers either face to face or over the phone.
3. Write key words and phrases and express them in different service scenarios

4. Apply techniques to vocalise your sales pitch, address customer's concerns and give relevant information
5. Immediately apply those skills that you have gained on returning to your work

Course Content

Day 1

1. Why front-line staff fail to deliver memorable service
2. How using service scripts build positive impression and branding
3. Identifying how we express ourselves to customers with Transactional Analysis
4. Writing great scripts for
 - i. different telephone scenarios
 - ii. sales and marketing calls
 - iii. service inquiry and service finesse



Day 2

5. Responding to
 - i. angry customers with a 'scripted recovery'
 - ii. unreasonable and unfair customer with 'no script'
 - iii. Indecisive customer with 'find a yes' script
6. Using DESO scripts in constructive confrontations
7. Using 'Drama Triangle' to stop customer from playing 'games' with you
8. Some final rules to writing winning and memorable scripts

Who should Attend?

This course is designed for all front-line staff, receptionist and supervisors working in the service industries such as the health-care, government agencies, help-desk, call center, retail sales and marketing, tele-marketing and hotels and spa.

Course Methodology

Participants will work in pair and in group, applying the lessons through role play, simulation exercises and receive expert, personalized feedback.

Course Leader

Thomas Lai, director of QS Plus Consultancy (QSPC), has 25 years experience in behavioral leadership and personality-based communication training and customer engagement practices. He has worked with firms from BPO, direct selling, defense, education, financial services, healthcare, manufacturing, retail and telecommunication industries. Formerly a training manager with OSK Investment bank and a HR specialist for a national retailer, he has also worked with a Singapore consulting firm as their country manager. Thomas, a certified EQ trainer is the first certified Process Communication trainer in SEA.

Course Details

Dates	March 7-8, 2011 (2 days)
Fee@pax	RM1600.00 (include lunch & tea-breaks & materials)
Venue	Bintang Fairlane Residences, KL 23, Jalan Padang Walter Grenier, KL
Time	9.00 am – 5.00 pm
Closing Date	March 1, 2011

This Course is HRDF Claimable!!

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Four Easy Ways to Register

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