

# Developing Essential Skills in Customer handling and Management skills in Call Centre Operation (CRYSTAL BALL workshop)

## Program Synopsis

Been skillful in customer handling will create good and lasting impression over the phone and greatly enhance the contact rate with our target audience. This program provides an innovative approach towards marketing that aims to cultivate "standout among the rest" in achieving superior sales closure results, enhanced customer satisfaction and recurring sales opportunities. This course extends from operation level to management level. It includes various techniques in developing KPI for better call centre performance. It is like seeing your customer, and understanding the person you are talking to through a Crystal Ball adopting the power of Customer Relationship Management. This will also be a good networking session, during training session and lunch; you will be to mingle with top managerial level and decision maker from reputable corporations.

## Profile of Trainers

Credited trainer from Chartered Institute of Marketing (CIM) and CIMNET will conduct the workshop. CIMNET is the IT training arm of the Chartered Institute of Marketing (CIM) in the Asia Pacific. Dr Chan will conduct the seminar with his guest speakers. His guest speakers are from reputable organizations.

Dr Chan is a Chartered Marketer of CIM (UK). He holds a Computer Engineering Degree and a Master in Business Administration from Oregon State University, United States, and a Doctorate of Business Administration (Customer Relationship Management) from the Southern Cross University, Southern Australia. He is currently the Honorary Treasurer and ex-chairman of CIM (Singapore) subcommittee – membership. Currently, Dr Chan is also a trainer/lecturer of CIM from certificate level to post-graduate, and Smartteam School of Management. He is also currently running a well established call centre operation. He and his team with diversified training experience will be able to share with you **the power of knowing your customers** and **understanding your operation**.

## Benefits to You

Well then, you'll definitely want to check out as "How to Be Irresistible to your Customer: The Mastery Series"! For years, I have been helping people like you become irresistibly attractive, regardless of how you look, how you feel about yourself, or how little experience you've had with customer before.

Recently I released my spankin' new, no-holds-barred "How to Be Irresistible to customer: The Mastery Series" workshop through the crystal ball workshop. There are over TEN different interviews with the masters of seduction, the top gurus in their field. These people give you a real roadmap to success. From conquering your insecurities and developing permanent self-belief, to mastering the art of the approach, even to generating confident and interest within minutes of meeting a customer: it's all in there! Guest Speakers from reputable organizations will be sharing with how they managed their customers, getting the most of them and leverage their on their front line operation.

My whole goal in all of this is to help everyone out there understand that before you "make it" a customer, you've gotta "make it" with yourselves. Get your inner game sorted, and the outer game will come naturally. Now I'd like to share with you some more free tips and tactics for finding and keeping your customer. This work the same way when you are looking for a job, understand your interviewers, standup among the rest.

Most importantly, this workshop will also prepare you for a professional job in managing call centre, managing an operation by leveraging frontline operation. After this course, you will equip with top techniques of handling customers, have a better understanding in your operation and having a head start in setting KPI for better operation efficiency.

At the end of the workshop, you will be able to: should be able to:

1. Understand the customer sales transition process and the sales call structure
2. Better control the conversation
3. Demonstrate the skill of effective communication
4. Demonstrate an understanding of the closing techniques
5. Demonstrate the ability to handle difficult callers
6. Understand your operation and develop KPI for better operation efficiency

## Program Structure

- ☐ "How to Be Irresistible to your Customer: The Mastery Series"! – The crystal Ball
- ☐ To understand the framework of customer service performance in sales and marketing by applying SmartCall©
- ☐ To understand the customer sales transition process and how SmartCall© can enhance this process
- ☐ To apply relationship management through telemarketing channels using Crystall Ball© concepts
- ☐ Problem Solving Strategies (& customer handling skills)
- ☐ Evaluate your operation and design a KPI suitable for you operation

## Administrative Details

**Date:** 5<sup>th</sup> and 6<sup>th</sup> June 2008  
**Period:** 2 days (Thursday & Friday)  
**Time:** 8:30 am to 4 pm (Weekdays)  
**Fee:** \$650 (\$550 for group registration)  
**Venue:** Hotel Ballroom environment (TBD)  
Lunch and Snack included  
**Enquiries:** 63953630, [www.smartteam.com.sg](http://www.smartteam.com.sg)

Participants will receive a crystal ball and a book on Operation efficiency (2007) written by Dr Chan.

## Program Methodology

The programs comprises of lectures, individual and group exercise / role-play and presentation adopting SmallCall© through seeing your customer through a Crystal Ball.



**Register Now!**

Name: \_\_\_\_\_  
(As in identity card or passport. Please underline your surname)

Male  Female

Nationality:  Singaporean  Others  
 PR \_\_\_\_\_ (please specify)

NRIC No: \_\_\_\_\_

Tel: (Hp/Pg) \_\_\_\_\_

Email: \_\_\_\_\_

Company / School: \_\_\_\_\_

Address: \_\_\_\_\_

**"We are here to help you succeed"**

The above Enhance Training & Development program is organize By SmartTeam Pte Ltd

