

SELLING THROUGH CUSTOMER SERVICE



Course Trainer:

Dr. Pir Syed Ijlal Haider

CEO/Director Training & Consultancy | Zigron Inc.
PHD in Services Marketing from Imperial College London, UK
MBA - University of Virginia, USA
MBA – IBA Karachi

Pir Syed Ijlal Haider brings with him extensive experience of 16 years in Sales & Customer Services, Team Building, Interpersonal communication and Trainings on the subject. He has been working at senior managerial and supervisory positions in different organizations across various levels including; Team Lead, Sales Manager, Department Head and Country Manager.

Date & Venue:

6 December 2016
Marriot Hotel Karachi

9 December 2016
Royal Palm Lahore

Timings:

9:00 am to 5:30 pm

Workshop Investment

Rs. 17,500/-

Course Overview:

This module based client-focused and practical workshop is designed to empower the participants accordingly by imparting essential customer service & sales tools and contemporary client retention techniques while enhanc-

ing sales. The workshop will also address the handling of difficult customers and inculcating the team building effect for superior and smoother day to day operations.

Course Content:

Module I: Introduction to Service & Sales

1. What is Good Service?
2. What Does Sales Mean?

The program begins with an interactive exercise to assess the participants' existing knowledge. They shall then be guided to the meaning and value of service & sales through self-discovery.

Module II: Core Concepts

3. Essentials to achieve Service Excellence
4. The 10 Commandments of Customer Service
5. Concept of "PRACTICE"

Core customer service principles are formally introduced in these modules, and these lay down the foundation and direction of this program.

Module III: Non-verbal Communication

6. Body Language /Role in Sales

This phase discusses topics that are critically important for executives who may have direct / one-to-one contact with the customer. These include pose, posture, position, distance, eye-contact etc.

Module IV: Telephone Skills

7. Call Handling Skills
8. Tone of Voice
9. Telephone Etiquette/how it affects the Sales call

This phase covers topics that are pertinent for all executives, because of the need to communicate with either internal or external customers over the telephone at all times.

Module V: Sales through Customer Service Culture

10. The Extra Mile

This module focuses on developing inherent motivation, dedication and drive to provide continuously better customer service.

Module VI: Handling Difficult Customers

11. Difficult Customers
12. The C.A.R.E. concept
13. No! How to Say NO!

This phase discusses the critical area of negotiating with and handling tough customers through intensive role-play activities.

Module VII: Developing Sales & Service Excellence

15. Ten Good Sales & Service Habits to Develop
 16. Ten Major Do's and Don'ts of Sales & Service
- This module is a summative overview of all topics discussed over the previous sessions. Participants are ultimately provided a strong foundation in Customer Service & Sales Excellence through sharing and discussing essential guidelines and contemporary Sales & Service techniques.

Module VIII: Developing a Positive Attitude

17. Advantages of a Positive Attitude
 18. Projecting a Positive Attitude
 19. Positive Impressions
 20. The Impact of Positive Attitude on Sales & Customer Service
- The program concludes with a critical discussion on the importance of developing a strong inherent sense of commitment and positive work attitude towards providing customers the best service.

Course Objectives:

It is expected that by the end of the course, the participants would be at a better level of expertise as Customer Service/Sales staff. They would also have an improved perception of sales & customer service gained through sharing of experiences, typical real-life service scenarios and challenges as faced by executives, and views of the other participants, the course facilitator

Who should attend?

Everyone from entry level up to senior level managers dealing with both external as well as internal customers. The course not only focuses on enhancing the customer handling and selling skill set but also people handling and mentoring skills which is required by any one handling or is part of a team.

Methodology:

The program is participant-focused, and shall encourage the participants to actively take part in intensive individual- and group-activities and role-plays. It will be conducted in a non-judgmental manner, enabling participants to both enjoy the program as well as benefit from it through personal participation (The trainer's style is storytelling and engaging)



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Dr. Haider has developed and conducted Research, trainings & retreats as lead resource person at United Bank, Citibank NA, Habib Bank and Khushhali Bank in such areas as Personal Grooming, Sales, Client Retention, Relationship Building, Team Building, Diversity at work place and Customer Care.

Along with the corporate world, Dr. Haider has been closely associated with the Non-profit and health industry in Pakistan as well as in the adjoining regions i.e. Afghanistan. He has developed programs like stress management, performance enhancement along with counseling sessions for the professionals of the industry. He has designed courses such as Interpersonal communication skills for doctors and health workers, helped with the career path planning, and identify issues leading to lack of teamwork and employee motivation and addressing them to gain maximum output. Other assignments include counseling, personal development, One UN Project well as first ever NGO retreat in Pakistan. He has completed his 2 MBAs one from IBA and 2nd from University of Virginia, USA and his PHD in Services Marketing from Imperial College London.

Some of the trainings delivered are as follows:

1. Excellence in Customer services
2. Art of selling in a recession.
3. Office Management Skills
4. Personal Grooming for the executives.
5. Selling Through Customer Services
6. Stress Management at Work
7. Interpersonal Communication Skills
8. Handling Difficult Customers
9. Mentoring skills for managers
10. Performance Enhancement Through Time & Stress Management
11. TOT

Some of the clients served are as follows:

1. Mobilink
2. UNFAO
3. Nayatel
4. Bahria Town
5. UNIFAD
6. Intercooperation
7. PPAF
8. Khushhali Bank
9. United Bank Ltd
10. Habib Bank Ltd
11. Air University
12. Bahria University
13. Mishal
14. Press club Pakistan
15. AP
16. Afghan Television
17. Nadra
18. NTL
19. TEO
20. Sprint Oil n Gas
21. Hans Seidel Stiftung
22. SDC
23. Daccar
24. Pakistan Institute of Community Ophthalmology (PICO)
25. DIL (Development in Literacy)
26. Save One Life
27. ERCU (FAO emergency unit)
28. Khubaib Foundation (Floatila Initiative)
29. Cessd (AUS Aid)
30. AKDN
31. Kabul Bank
32. AKEPDP
33. Sonraj
34. Asia Care
35. Citi Bank
36. Pak Oman Micro Finance Bank Ltd
37. Hubco
38. Byco Petroleum



One of the Testimonial for the same is as below:

I have known Ijlal for about 5 years now in the capacity of our trainer regarding soft skills trainings as well as a great friend. He is a dynamic, vibrant and an energetic individual who has been instrumental in making Zigron into a formidable training facilitator. He has excellent communication skills and impressive delivery style. His trainings have been instrumental in bringing a positive change in trainees as he not only believes but also actually involves them during his trainings. He has brilliant interpersonal skills and his impressive academic record coupled with enriching corporate experience enables him to be a change agent. I strongly recommend him as a trainer and change facilitator. I wish him all the best in all his future endeavors.

Taimur Bhatti GM HR, Nayatel.



**SELLING THROUGH CUSTOMER SERVICE WORKSHOP BY QUICKBIZ
ON 30TH SEPTEMBER ROYAL PALM GOLF CLUB LAHORE**

Previous Workshop Feedback

"It was a nice change learning environment in which included fun"
Senior Manager, Adamjee Insurance.

"It is total in all aspects. Very interactive and give life towards living"
Senior Manager, Adamjee Insurance

"Excellent Soft Skills Communication. We need such trainings in our Area"
VP/Area Manager, Summit Bank

"Superb. Excellent, every staff should have session with Dr. Ijlal"
Area Manager/AVP II, Summit Bank

"Very lively & Knows how to deliver the Message"
SVP/Area Manager, Summit Bank

"Very Friendly Environment"
Corporate Asst / Sec to GM, Mitsubishi Corporation.

"It can be more attractive and energetic through adopting more activities"
Assistant, Mitsubishi Corporation.

For registration(s) send us your Participants Name,
Designation email, address & cell numbers
Also please provide us organization's NTN #

register@quickbizgroup.com

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