



INSTITUTE OF MARKETING MALAYSIA



## Powerful Techniques & Effective Communication Skills

by adopting *Customer Centric* approach

### Training Objectives

- Motivate and equip employees/marketers to cultivate a customer-centric mindset and understand the value.
- Structure communication tools effectively - by phone, emails or face-to-face.
- Improve questioning and listening skills.
- Using the Customer Centric Approach, identify customer's real issues and match with appropriate solutions.
- Build better relationships with customers using **Empathy** – a customer-centricity tool.
- Write effective and impressive emails.

### Course Contents

- Active Listening.
- Empathy.
- Professional / Articulate Speaking.
- Probing Skills.
- Effective Body Language in service.
- Developing a Customer Service mindset.
- Telephone Service Etiquette.
- Email Writing Skill & Best Practices.
- Handling complaints and De-fusing angry customers.

For Enquiry & Registration, please contact:



INSTITUTE OF MARKETING MALAYSIA

Block C-3A, Sunway PJ 51A, Jalan SS9A/19, 47300 Petaling Jaya, Selangor Darul Ehsan.

Tel.: 03 7874 3089 / 6726 | Fax: 03 – 7876 3726  
imm.malaysia@gmail.com | www.imm.org.my

2-DAY SEMINAR ON AUGUST 22-23, 2019

# ENHANCING CUSTOMER EXPERIENCE

... towards building *Customer-Centric Culture*

9:00 AM - 5:00 PM @ IMM



**TRAINER**  
Shahrukh Moghal  
HRDF Certified

### Methodology

- 100% Activity based
- Relevant games Simulations
- Group discussions
- Case studies
- Interactive storytelling
- Video presentation

### About the Trainer

**Shahrukh Moghal**, a HRDF Certified trainer with over 15 years of experience in service and sales training. He conducts a host of customer centric training programs that are required in the marketing mix of most organisations.

Experiences he injected into his training and consultancy work date back to 1990 when he began his career as a sales, then service agent in the United States. Since then, he has been actively involved with sales and service teams in a multitude of industries. Filled with air of positivity and motivation, Shahrukh is the man behind **The PLEASE!™ and LEAP!™ Workshops**, trainings that implement winning Customer Interaction Tools such as Probe, Listen, Empathize and Articulate. His training style revolves around Concepts, Application, Reflection and most of all FUN!!

### Who Should Attend

The future belongs to the best service! Your effectiveness at most of the things you do – whether its closing deals, problem-solving or simply managing everyday differences in client needs – is powerfully influenced by how well you understand their mindset and show your empathy.

This intensive seminar is designed to help deal with people, particularly well suited to the needs of owners, executives, senior managers, salespeople, legal and other professionals, marketing managers and anyone who needs to effectively enhance their service skills by cultivating a customer-centric mindset and value.

### Seminar Fee (per person for two days):

- IMM Members – RM900
- Non-IMM Members – RM1,000
- Group of 5 & above – 10% Discount



### EARLY BIRD

(Register and pay by / before 15 August 2019)

**RM800 per participant**

# TWO-DAY SEMINAR ENHANCING CUSTOMER EXPERIENCE

... towards building Customer-Centric Culture

▪ August 22-23, 2019 ▪ 9:00 AM - 5:00 PM ▪

@ INSTITUTE OF MARKETING MALAYSIA, PJ 51A, PETALING JAYA, SELANGOR DARUL EHSAN ▪

## REGISTRATION FORM

Please send completed form and payment slip to IMM via: Fax: 03 – 7876 3726 or Email: imm.malaysia@gmail.com

**YES!** Please sign me/my participant(s) at a fee selected below: (please tick your option)

- Early Bird: RM800 (Register and pay by/before 15 August 2019)**
- IMM Members: RM900 per participant.**
- Group of 5 & above (10% Discount)**     **Non-IMM Members: RM 1,000 per participant**



**Important:** Payment has to be made at least seven-(7) days prior to seminar date. If you are not able to attend, a substitute participant is allowed at no additional charge. No refunds in partial or in full will be issued for any cancellation. Deferment to other seminar/event is possible subject to the discretion of the Institute.

Organisation/Company:		Type of Business	HRDF Registered: (Yes / No)
Address:			Postcode:
Telephone:		Fax:	
Website:		Email:	
Contact Person's Name:		Designation:	
Telephone (DID)	Mobile:	Email:	

No.	Name	Designation	Email (Compulsory)	Mobile	Fee (RM)
1.					
2.					
3.					
4.					
5.					

**Mode & Method of Payment:** [Please tick your selection & delete where appropriate]

**Total Fee:**

- Cash / Cheque / Bank Draft / TT/ Ref. No: \_\_\_\_\_  Please invoice my company.
- Online Fund Transfer / IBG Ref.: \_\_\_\_\_

(IMM's COID with RHB: 2568)

**Payable to: INSTITUTE OF MARKETING MALAYSIA**

**Bank Name : RHB Bank ( SS2, PJ Branch )**

**A/C Number : 2124 – 0600 – 011 319**



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**Ref-2:** 2DS – ECE – 222308 -2019

JomPAY online at Internet and Mobile Banking with your Current, Savings or Credit Card account

**INSTITUTE OF MARKETING MALAYSIA** (2568 Selangor)

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Organized by:



**INSTITUTE OF MARKETING MALAYSIA**



**REGISTERED  
TRAINING PROVIDER**