

Customer Management with EQ



Decide with Confidence

This workshop will help you achieve these objectives by helping your staff understand the impact of emotions in customer communications. This program will enable you to focus on delivering the intangible of having the customer remember you positively, thus raising the value of your services or products. In other words, you are successful and your organization benefits from creating value to your customers, even if the customer did not engage in a financial transaction. This increased value is like what branding does to a product. Your customers will come back again or refer friends to your product or service.

Objectives

- ✓ Understand and negotiate around their various emotional states while engaging customers
- ✓ Learn to put into practice positive attitudes
- ✓ Learn to align these attitudes to their job responsibilities
- ✓ Learn how to connect with their jobs at a higher level
- ✓ Understand the emotional bank and its impact on customer relationships and their feelings towards your organization
- ✓ Understand the impact of maintaining regular high deposits into the emotional bank account of your customers
- ✓ Realize what is most important to customers to make them keep coming back to you
- ✓ Help your staff to enjoy and find meaning in their work
- ✓ Learn how to communicate with your customers at a higher level
- ✓ Learn how to WOW your customers!

Course Contents

The Happy Customer

- What makes a happy customer?
- Why is the happiness of a customer important?
- Understand the invisible forces behind customer experiences
- Understanding the emotional bank
- Understanding the importance of investing into the emotional bank

Getting to Know “Me”

- Identifying the emotions that drive you
- Understanding & identifying the thoughts behind the emotions
- Being aware of your negative thoughts and emotions

The Positive You

- Learn how to negotiate around your negative emotions
- Learn how to deal with your negative emotions and thoughts
- How to draw out positive emotions
- Using positive emotions to create positive attitudes

Getting to Understand your customers

- Learn how to identify the thoughts and emotions that drive your customers
- Understanding the importance of being aware of your customers emotions



About the Trainer – Mr. Matthew James

Matthew holds a Bachelor in Mass Communications (University of Newcastle, NSW) and is a certified trainer by the Leadership Institute of America. He has twelve years of experience in public relations, corporate communications and media management. He started his professional career as a public relations practitioner at the Singapore Economic Development Board. During his five-year tenure at the board, he was involved in corporate communications, events management and editorial work.

Matthew has extensive experience in conducting highly successful workshops in business writing, EQ and interpersonal skills, teambuilding, presentation skills and media relations. He also actively conducts training workshops in the region. He has been invited by global conglomerates to facilitate workshops in China, India, Thailand, Vietnam as well as Malaysia. Some of his local clients include Singtel, Chevrontexaco, Land Transport Authority, Nokia and the Singapore Police Force.

Matthew is also a strong proponent in the development and understanding of the role that human behavioural science has to play in personal and organizational learning and development.

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Date: 15 July 2009, 9am – 5pm
Venue: Training Choice, Singapore
Fee: [] S\$400 for D&B Subscriber [] S\$480 for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 15 June to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

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Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances