

The one stop executive training & education centre

**KDU  
Management  
Development  
Centre**



## **Value Creation Selling, Customer Service & Marketing Management Series:**

**Module A:** Customer Service Excellence Workshop

**Module B:** World Class Customer Service Management Workshop

**Module C:** Coaching Leadership for Managers

**Module D:** Professional Problem Solving

**Module E:** Effective Negotiation Skills

*The following document outlines a suite of short course training programs for delivery via KMDC Malaysia.*

**KDU  
Management  
Development  
Centre**

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## CUSTOMER SERVICE EXCELLENCE WORKSHOP

by **Angeline Yong**

*\*Refer to Appendix for Trainer details*

### Course Overview

In today's business environment, providing excellent customer service can be the critical difference in your organization's success.

Customer service involves all the activities, which your business and your employees conduct or perform to satisfy customers. This means more than just handling complaints, providing refunds or exchanges on returns, and smiling at customers. Customer service also means having the right mindset and going out of your way for the customer, doing everything possible to satisfy the customer, and making decisions that benefit the customer.

This fun and interactive workshop will be conducted with a good blend of instructions, discussions and role-plays. Participants are encouraged to bring their real-life customer related scenarios to the class for discussions.

### Target Audience

- All Frontline Staff
- Supervisors and executives in the service industry and anyone who needs to be in contact with the customer should attend.

### Selected Session Topics

- Customer Service Excellence
- Customer Service Mindset
- My Role in Customer Service
- Communication
- Service Language
- Managing Expectations
- Service Skills Set
- Know your Customer
- Hear your Customer
- Delight your customer Service Recovery
- Handling Difficult Customers
- Keeping Cool
- How to say No

### Key Take-Away

The main objectives of this workshop are to:

- Create awareness for service quality and excellence;
- Provide a platform for participants to experience service from both the customer's and provider's perspectives;
- Enhance personal service professionalism;
- Apply service skills in challenging situations;
- Shift the participants' mindset from "doing my job" to "doing what my customers value most".

## WORLD CLASS CUSTOMER SERVICE MANAGEMENT WORKSHOP

by Angeline Yong

*\*Refer to Appendix for Trainer details*

### Course Overview

Running a customer facing establishment is tough. You are frequently confronted with customers whose demand changes with each encounter, your staff whose expertise take forever to acquire and a never-ending workload. How can you run your customer oriented establishment effectively and efficiently? How can you delight your customers and provide them with world-class services?

In this workshop, participants will learn the secrets to building a World Class Service establishment. The case studies discussed in this workshop will include examples from Disney, Ritz Carlton, Hewlett Packard, etc.

This fun and interactive workshop will be conducted with a good blend of instructions, discussions and role-plays. Participants are encouraged to bring their real-life customer related scenarios to the class for discussions.

### Target Audience

- General Manager
- Business Managers
- Help Desk Managers
- Call Center Professionals
- Services Operations Managers
- Customer Support Managers
- Services Quality Managers and all managers responsible for the effective and efficient running of the customer support center.

### Selected Session Topics

- Customer Service Management Overview
- Customer Service Culture
- Customer Service is a team sport
- Service Strategies
- Know me
- Service Fundamental
- Hear Me
- Delight Me
- Service Recovery/Processes
- Handling Difficult Customers
- Application & Guided Discussion

### Key Take-Away

The main objectives of this workshop are to:

- Understand what is customer satisfaction and the various ways to delight a customer;
- Devise service strategies;
- Understand the WOW elements in delighting a customer and learn how to incorporate them in the service strategies, plans and actions;
- Walk through a day in a customer life cycle and identify the various Contact Points;
- Find ways to delight the customers although customers may have just encountered a service failure.

## COACHING LEADERSHIP FOR MANAGERS

by **Angeline Yong**

*\*Refer to Appendix for Trainer details*

### Course Overview

Coaching is a new way of relating with those you work with and can pay extraordinary dividends in improved performance, increased productivity, and loyalty to you and your organization.

As a manager of people, the more you are viewed as someone interested in helping other people get what they want, the more your position as a leader will be assured.

This workshop will develop your skills and help to improve your capability to accomplish organizational goals with and through people.

### Target Audience

Pre-requisites: To fully appreciate the workshop, participants should be holding a management position.

- Sales and Marketing Managers
- Services and Support Managers
- Functional Managers
- Business Development Managers and other stakeholders responsible for the effective and efficient running of the business.

### Selected Session Topics

- What is Coaching?
- Benefits of working with a Coach
- How to Coach? The Coaching Process
- The 15 Coaching Proficiencies
- Top 10 places to coach – Coaching Focus Areas
- Defining Success
- Coach Manager Program
- Generators of Client Value
- 7 Types of Situations -Proficiencies; Models; Frameworks; Tools
- Success with Clients

### Key Take-Away

The main objectives of this workshop are to:

- Develop new skills necessary for coaching employees
- Experience first hand the cutting edge coaching technology now being used by coaches around the world
- Discover how to inspire employees to believe in their own success
- Discover personal coaching styles using an inventory which positions employees for rapid development

## PROFESSIONAL PROBLEM SOLVING

by **Angeline Yong**

*\*Refer to Appendix for Trainer details*

### Course Overview

Some problems are simple and logical; some are complex with multiple failures; yet others are complicated by human manipulation. This workshop will train the participants to critically analyze real live cases from all three dimensions:

- Product
- People
- Process

Relating these cases studies to your technical problems or customer related problems, do you often jump into conclusion too prematurely only to realize, much later, that our initial set of assumptions were wrong?

This seminar teaches the participants how to quickly and accurately solve technical, process-related and customer related problems professionally.

### Target Audience

- Engineers
- Product Specialists
- Quality Managers
- Technical Supervisors
- Managers and individuals who need to solve technical, process and customer-related problems.

### Selected Session Topics

- Introduction to Problem Solving
- Listening and Questioning Techniques
  - Listening for clues
  - Listening between the lines
  - Asking the right questions
- Gathering Clues, Data Collection, Representation Techniques
- Problem Recognition -Symptom, Cause and Effect
- Technical Problem Solving
  - Gaps and Differences
  - Changes and Time Impact
  - Likely Causes and probable solutions
- Complex Problem Solving Process
  - Human complicates
  - Multiple faults
  - Dealing with complexity
- Problem Solving as a Team
  - 6 Problem Solving Styles
  - Working together
- Real Life Case Studies

### Key Take-Away

By the end of the workshop, participants will be able to:

- Acquire the skills of active listening and be able to “listen between the lines”
  - Ask the right questions in a efficient and systematic manner
  - Increase troubleshooting accuracy and solve problems effectively in a shorter time
  - Differentiate between problems, symptoms, causes and effects
- Master the trouble-shooting process
- Understand the six problem solving styles and be able to use the in team problem solving
  - Solve complex, human- related problems within a shorter time.

## EFFECTIVE NEGOTIATION SKILLS

by **Angeline Yong**

*\*Refer to Appendix for Trainer details*

### Course Overview

Negotiation is NOT about winning at the expense of the other party. It is about creating a win-win climate so that both you and the other party can win.

Consider the scenario of two persons trying to compete for an orange: If both fight and the orange get squashed in the process, then both have lost. They can simply cut the orange into half, then, both win half. Alternatively, one can pay the other for half of the orange then one wins the orange while the other wins cash. A better idea is to find out what each party wants to do with the orange and distribute the values accordingly. So if one party wants the peel to make marmalade while the other is thirsty for the juice, then the winning solution will be a complete win-win for both.

Therefore, winning in negotiation is about creating the climate — exploring the possibilities and agreeing on the best possible outcomes.

### Target Audience

Anyone who needs to negotiate as a major part of their job: sales person, managers, supervisors, team leaders, purchasers, etc.

### Selected Session Topics

- Introduction to Effective Negotiation Skills
- Different Phases of Negotiation
- Creating Climate
- Negotiation Strategies and Techniques
- The Opening Phase
- The Complex middle phase
- The Closing Phase
- Communication Issues
- It's a ZOO out there! (Negotiation Game)

### Key Take-Away

In this dynamic, fun and practical course, participants will learn:

- How to create the climate to facilitate the negotiation
- How to recognize the different phases of a negotiation and be able to influence the negotiation process during each phase
- How to prepare, to open, to conduct and to close a negotiation effectively.
- How to use the different techniques for effective negotiation.
- How to overcome obstacles and impasse
- How to use leverage and sources of power

## Appendix: Trainer's Profile

### Angeline Yong



Angeline is a trainer with KMDC. She is also a Certified Personality Plus trainer based in Kuala Lumpur, Malaysia.

Angeline was trained and certified in the United States of America by Florence Littauer, best selling author of "Personality Plus" (which has sold more than one million copies and translated into 14 languages), and one of the most sought after speakers internationally. Florence is fondly regarded as one of the most entertaining communicators and an authority in the field of helping people around the world improve relationships by understanding people's personalities.

Angeline has been greatly influenced by Florence Littauer's teachings and work and she is passionate about continuing Florence's work by helping people to improve relationships and connect with people better...be it at work, in business or at home.

Academically, Angeline has a Bachelor's Degree in Education (Teaching of English as a Second language or TESL) from the University of Malaya and had graduated in the top ten percent of her class.

She has a unique blend of professional experience as a teacher, trainer, business development manager and country manager of the Education & Training division with multinational corporations in the IT Industry in Kuala Lumpur.

Apart from having more than 10 years of experience in the field of education and training and helping organizations and people improve their performance, Angeline is also an entrepreneur at heart.

As a trainer, Angeline is fun, outgoing and dynamic. Her training sessions are often informative yet relevant as she incorporates her knowledge, experience and wisdom on business, working with people and achieving personal and organizational goals!

On a more serious note, her mission is to help people to communicate and work more effectively as a team whilst helping them to realize their potential!



# Value Creation Selling, Customer Service & Marketing Management Series

**Chosen Module:** \_\_\_\_\_

**Course Commencement Date:** \_\_\_\_\_

Company : \_\_\_\_\_ Contact Person : \_\_\_\_\_  
 Address : \_\_\_\_\_ Designation: \_\_\_\_\_  
 \_\_\_\_\_ Email: \_\_\_\_\_  
 \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Delegate(s)	Designation	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

\* Please indicate title of delegate(s) (Dato'/Datin/Dr/Mr/Mrs/Ms) and use a separate sheet if you have more than 5 delegates.

## Payment Options

Cheque Bank \_\_\_\_\_ Cheque No. \_\_\_\_\_  
 Payable to 'KDU Management Development Centre Sdn Bhd'  
 \* Please write delegate(s) name(s) & event code "Davie 09" at the back of the cheque

Credit Card Card No.: \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_  
 Name on Card : \_\_\_\_\_ Expiry Date: \_\_\_\_\_

## Registration & Payment Policy

Upon signing this form, you are deemed to have read and understood the Registration and Payment Policies and have accepted the terms contained therein. This registration form together with the payment MUST reach us at least 5 working days before the commencement of the event. Full payment is due upon registration in order to guarantee the seat(s).

### Substitution of Delegate(s):

This is allowed provided KMDC is notified in writing of the name(s) and designation(s) of the new delegate(s) at any time prior to commencement of the event. Transfer of registration to other KMDC courses is not allowed.

### Cancellations

All cancellations of registration must be made to KMDC in writing. If cancellations are received:

- (a) more than 14 days before the event, a full refund of the fees less a 10% administrative charge will be given;
- (b) 7 - 14 days before the event, a 50% refund will be given;
- (c) less than 7 days before the event, no refund will be given;
  - (i) a substitute delegate is welcome to take your place, or
  - (ii) a set of course materials will be given.

Company Stamp

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Name: \_\_\_\_\_ Designation: \_\_\_\_\_

**Please send payment together with this form to:**

**KDU Management Development Centre Sdn Bhd** (584539-D)  
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