

Customer is King

Lahore: 11th February, Park Plaza Hotel | Karachi: 20th February, Marriot Hotel

9.00 am to 5.00 pm

Workshop Overview:

“Customer is a king”, although has become a board-room cliché, yet the stark reality is that king is being denied of his genuine rights of being heard, listened to, honoured and pampered. In the race of acquiring new customers, the current ones are being overlooked and taken for granted. “Crowning the King” is a serious initiative to restore rights of the customers.....rights of becoming ultimate priority of the organization.

The success of any business depends on knowing the answers to the following questions.

- Why do some people buy once....and then never return?
- Why do some people become strong and steady customers?
- How to turn angry or complaining customers into happy and satisfied one?
- What are the cost effective ways to keep customers coming back?
- How to turn your customers into raving fans and ambassadors?

“Crowning the King” is a hard-hitting and action-ready program for creating a winning customer care team.

Customer Services is not a department; it's an attitude.

Learning Agenda:

The Basics

- The greatest business secret in the world
- The customer's perception is everything
- How an ideal customer care department should look like?
- To keep customers for life, ask the platinum questions?
- The five best ways to keep customers coming back

Managing the moments of truth: Action-ready strategies

- What to do when customer:
 1. *Appears, calls or inquires*
 2. *Is angry or defensive*
 3. *Has special requests*
 4. *Can't make up his mind*
 5. *Complains*
 6. *Is going to be disappointed*

Crowning-the-King Action Plan

- Developing a customer-centric culture across the organization.
- Understanding different types of customers and strategies to deal with them
- Learning the non-judgmental language of communication
- Learning to empower a customer care executive

Workshop Leader

Farina Mir, a business and commerce graduate from Punjab University, carries professional experience of more than 10 years with blue chip and esteemed organizations like Mobilink and Wateen. She is an accomplished business executive who believes in empowering teams and individuals with cutting edge capacity building tools and equipping them with state-of-the-art skills and positive mind-set to achieve organizational goals with proficiency.

She is a spell-binding motivational speaker and stress-buster and transfers skills and professional tools across participants with sense of humour and hi-octane energy and vibrancy. During her professional career, she has trained and mentored thousands of individuals for peak performance in their personal and professional lives. Leadership development, executive coaching and recruitment are her forte.

Farina is a senior trainer with Ashraf Chaudhry Associates. She travels from Lahore for trainings and business assignments.

Who should attend?

- Customer Care Executives
- Inbound Call Center Representatives
- Customer Services Managers
- Sales Managers/Marketing Managers
- B2B/Key Account Managers
- HR Staff passionate to serve internal customers

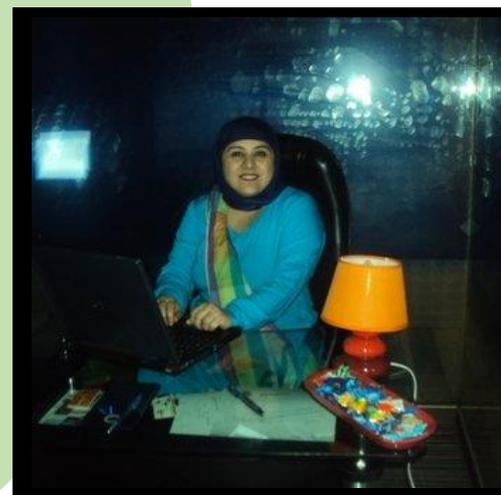
Learning methodology:

- High impact presentation
- Role plays/discussions
- Games/challenges
- Clips from movies

Course Fee:

Rs 9,500 per person

On 4 nominations from same organization, 5th person to attend session free of charge [4+1 offer]



How to Book Your Seats?

Please call Umar Javaid at 0322-980 5797 or email at sales@ashrafchaudhry.com

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