

**SEPTEMBER - NOVEMBER 2019 CALENDAR**

Course Name	Date	Length	Training Provider	Cost
<a href="#"><u>Delivering Consistent &amp; Outstanding Customer Service – the ‘WOW’</u></a>	Tuesday 3 <sup>rd</sup> Sept Thursday 31 <sup>st</sup> Oct	Full Day	World Class Service	Members £125 Non Members £150
<a href="#"><u>Successful Complaint Handling &amp; Customer Resolution</u></a>	Tuesday 10 <sup>th</sup> Sept Tuesday 26 <sup>th</sup> November	Half Day	World Class Service	Members £80 Non Members £105
<a href="#"><u>Front of House &amp; Receptionists – The Window to your Business</u></a>	Tuesday 1 <sup>st</sup> Oct	Full Day	World Class Service	Members £125 Non Members £150
<a href="#"><u>The Art of Successful Networking &amp; Building Self-Confidence</u></a>	Tuesday 29 <sup>th</sup> Oct	Half Day	World Class Service	Members £80 Non Members £105
<a href="#"><u>Developing your Leadership &amp; Management Effectiveness</u></a>	Wednesday 25 <sup>th</sup> Sept	Full Day	Melanie Cash Training & Consultancy	Members £125 Non Members £150
<a href="#"><u>Sales Research &amp; New Business Development</u></a>	Tuesday 24 <sup>th</sup> Sept	Full Day	Melanie Cash Training & Consultancy	Members £125 Non Members £150
<a href="#"><u>Enquiry Handling Excellence &amp; Driving Conversion</u></a>	Tuesday, 8 <sup>th</sup> October	Full Day	Melanie Cash Training & Consultancy	Members £125 Non Members £150
<a href="#"><u>Delivering Exceptional Showrooms &amp; Increasing Conversion</u></a>	Monday, 14 <sup>th</sup> October	Full Day	Melanie Cash Training & Consultancy	Members £125 Non Members £150
<a href="#"><u>The Art &amp; Science of Profitable Hospitality</u></a>	Friday, 29 <sup>th</sup> November	Full Day	Melanie Cash Training & Consultancy	Members £125 Non Members £150

**COURSE DESCRIPTIONS:-**

**Successful Complaint Handling & Customer Resolution**

A half-day session, giving delegates the tools and confidence to resolve complaints. Successful resolution of complaints ultimately generates greater loyalty from customers.

- Understand 'Why Customers Complain?'
- Managing Customers expectations
- Telephone and face to face complaints
- Empathy and understanding - How behaviours can help or hinder
- Set guidelines for successful resolution
- Build confidence in the process

**Delivering Consistent & Outstanding Customer Service – the 'WOW'**

Suitable for all customer-facing staff in all business sectors, who want to build their customer service skills and for business owners who understand the importance of their team members as the 'Window to their Business'

- What is good customer service?
  - The fundamentals of good 'customer service'
  - How your behaviour affects customers
  - Telephone/email etiquette
  - Image – how to make a great first/last impression
- The importance of your role – building the team
- How to build a lasting relationship with your customers.
- Your business - what gives you 'the edge' over the competition
- How to ensure your customers return
- Handling conflict
- Importance of company values and brand standards - values can be implemented during training, if the session is allocated to one company
- Social media – the importance of getting it right!
- Know and be proud of your city – training can be combined with 'mapping out Manchester'
- The 'WOW' factor

**Receptionists & Front of House – The Window to your Business**

As the face of the organisation, understanding the importance of your role as the 'Window to the Business'. Suitable for hoteliers, restaurant and office based front of house and customer-facing team members. Also new receptionists who want to learn best practice receptionist skills, experienced receptionists who want to refresh their skills and temporary staff who support the role.

- First Impressions
- Telephone manner and etiquette
- Meeting and greeting visitors and customers
- The importance of your environment and responsibility
- Multi-tasking
- Communication and Customer Service Skills
- Handling conflict – internal/external customers

**CUSTOMER SERVICE & SALES TECHNIQUES TRAINING COURSES**

**The Art of Networking & Building Self-Confidence**

A half-day session, giving delegates the tools and confidence to interact with others, to exchange information and develop professional and business contacts.

Customer-facing staff, managers and supervisors, who have to meet new and existing customers in order to promote, retain and win new business.

- First Impressions
- How to enter a room with confidence
- Elevator Pitch and promoting your business professionally
- Developing the 'relationship'
- Social Media

**Developing your Leadership & Management Effectiveness**

One-day workshop to provide core management skills for managers and supervisors, enabling them to better plan and organise their workload, identify opportunities to develop others, manage performance and motivate their team for success.

Suitable for supervisors and managers who want to develop their leadership and management skills to become more effective.

- The effective manager
- Leading a team and managing performance
- Successful delegation
- Planning and running productive meetings
- Time management and organisation skills
- Coaching and developing individuals
- Motivation and Rewards

**The Art & Science of Profitable Hospitality (NEW Up-Selling Workshop)**

One-day workshop for all customer-facing team members to develop their rapport building, effective questioning and active listening skills, learn how to highlight and make relevant recommendations to guests and developing their selling skills to win more business.

Suitable for all customer-facing team members who want to build their communication skills, develop their sales techniques and deliver more revenue per guest

- Developing your sales techniques using a consultative sales approach
- How to understand customer emotions via facial expressions
- What does this insight give us in our day to day customer engagement?
- Building rapport and asking open questions to get the conversation flowing
- Developing a proactive, "can do" approach
- Suggestive selling to entice the customer
- Telling stories and painting pictures for customer

### **Sales Research & New Business Development**

One day workshop for team members who want to develop their proactive selling skills, identify more business opportunities and be more effective in converting prospects and sales leads.

Suitable for all team members in proactive sales positions or for those wishing to develop into a proactive sales role.

- Time management and prioritising to maximise opportunities to sell
- Sale follow up and chase calls
- Maximising sales referrals within your business
- Sales research techniques
- Assertiveness skills and how to take control in challenging situations
- Dynamic proposals to differentiate your offering
- Effective follow up and managing your contact records

### **Enquiry Handling Excellence & Driving Conversion**

One day workshop covering all aspects of the enquiry handling process, to build an efficient and professional approach and develop the confidence to win more business.

Suitable for all team members handling events, reservations, golf and spa calls and responsible for converting enquiries into confirmed business.

- Understanding the concept of "Consultative Selling"
- Communication skills to develop better rapport
- Positive re-framing to develop a "can do" approach
- Questioning and listening skills
- Selling against the competition
- Identifying buying signals
- Closing the sale & agreeing next steps
- Handling Objections & Queries
- Effective follow-up and chase calls

### **Delivering Exceptional Show Rounds and Increasing Conversion**

One day workshop for any team members who want to develop their skills in planning and delivering exceptional show-rounds and through more successful negotiations.

Suitable for all team members who carry out show-rounds within the business, in both sales and operational teams.

- Delivering exceptional and experiential show-rounds
  - Preparing for your show-round
  - Meeting the client and building rapport
  - Identifying what is important
  - Professional show-rounds to deliver impact
- Negotiation skills to win more business
  - Understanding buyer preferences and decision-making roles
  - Using concessions and value-add options
- Client review and agreeing how to proceed
- Effective follow up for increased conversion

