WORKPLACE ENGLISH FOR THE FRONT LINERS & SERVICE PROVIDERS

19 & 20 December 2012, Holiday Villa, Subang

INTRODUCTION
Good Communication skill in the English Language is an asset in today’s changing and shrinking world. The ability to understand and express ourselves accurately and successfully through language with internal and external customers is extremely crucial. For the international business community, English is the unifying language. Therefore, our Front Line Staff should be adequately equipped to communicate in English as they are the first contact person of the company to the world outside.

This specific program is designed to help participants develop their Speaking and Listening proficiency to meet their immediate business needs. Through presentation and individual and group interactions, participants will learn to produce information orally in an intelligible and coherent connected discourse, and ask relevant and well-formed questions. This program will incorporate pronunciation, vocabulary building and conversation & listening activities in the business world. Participants will interact within a range of activities reflecting real-life work situations and will receive feedback on your performance.

Although this intensive English program will focus on Listening and speaking proficiency in the workplace, reading and writing will be dealt with directly and indirectly.

PROGRAM OBJECTIVES
- Speak with greater confidence to superiors, colleagues and customers
- Form coherent, connected oral constructions, including explanations, summaries, opinions, instructions & description
- Use eye-contact, non-verbal cues and body language effectively to reinforce your message
- Gain the attention of your audience and motivate them to listen to you
- Ask questions accurately and respond to questions effectively
- Listen with a purpose
- Use appropriate intonation when speaking
- Recognize business conversational difficulties that could arise

WHO SHOULD ATTEND
Front-Line Staff, Customer Service Representatives, Banking Staff, Receptionist, Entrepreneurs, Junior Executives & Managers, Business Students and those who have to meet customers regularly

PROGRAM OUTLINE
DAY 1

INTRODUCTION TO COMMUNICATION
- What is Communication?
- Fundamental Components of Effective Communication
- Necessary essentials for shared understanding between speaker and listener

COMMUNICATING IN A RANGE OF WORK SITUATIONS
- Getting Acquainted: Introductions and Conversation in Social & Business Setting Using telephone (practice telephone etiquette and communication strategies
- Dealing with Request
- Describing Products and Services
- Giving Polite Explanation
- Expressing Policies and Practices
- Sharing Ideas & Opinions and Agreements & Disagreements

DAY 2

THE ART OF PROBING AND EFFECTIVELY QUESTIONING IN WORK SITUATIONS
- 4 Types of Questioning
- Dealing with Complaints
- Checking and Clarifying the Complaint
- Responding to Complaints

ESSENTIAL LISTENING SKILLS IN WORK SITUATIONS
- 4 Types of Listening Proficiency
- Listen with a purpose in the business context
- Key to Listening – Content, Intent and Non-Verbal Cues, Tone
**TRAINER PROFILE**

**ANITA SHANMUGAM** is a Sales Director with more than 15 years’ experience in the field. Besides the vast experience gained in managing people, she has also developed skills in training. Anita Shanmugam holds a Bachelors Degree in Business Administration from RMIT Uni, Australia. She had 8 years of experience as a Consultant and Business Development Manager with Comat Training International, a leading IT training company in Malaysia.

Her job entails organizing event management for leading multinational and local companies in Malaysia and Singapore, marketing IT and soft skill training and delivering training programs at the same time. She led the sales team of the company from a RM300, 000 turnovers in year 2 to RM3 million in year 6. Her sales team had benefited immensely from her coaching and mentoring.

She is now a partner of a consultancy firm specializing in sales and soft skills development. Her sales experience ranges from trade fairs with the Canadian High Commission, Job placements with Kelly Services (Formerly known as Business Trends), promoting and marketing programs in a Children Development Centre and in addition to the many programs she conducts monthly, she also actively handles the role of Business Development Manager for a Wellness Company and is active in Real Estate. The total Value of her real estate negotiations came up to RM 1.2 Million in 2004.

Anita has conducted many in-house training programs most notably manage and implement a “Change Process” for her previous company in Malaysia and Singapore. The training included a very comprehensive Sales Team Development Program, development of Interpersonal Skills, the training of employees to solve problems and the value of teamwork. She has successfully involved the employees to work in Improvement teams to solve their work problems in a systematic approach, resulting in savings to the company. She believes that sales and communication are skills that people can learn, practice and perfect them for professional and nonprofessional situations. Anita has successfully designed, developed and customized training programs to the unique requirement of the clients for customer service, leadership & sales and marketing program
REGISTRATION FORM

☐ 2 - Day training @ RM 1, 300.00 per delegate
☐ Early Bird Discount @ RM 1, 200.00 per delegate

Fax in your registration before Monday, 2 December 2012 to enjoy the Early Bird discount

☐ Group Discount for 3 or more participants @ RM 1, 100.00 per delegate

Method of payment:

Crossed Cheque / bank draft to be made payable to “KNOWLEDGE EVOLUTION SDN BHD” and courier to Knowledge Evolution Sdn Bhd 5A Jalan Bukit, Section 11/2, 46200, Petaling Jaya, Selangor Malaysia

Cancellations & Substitutions:

All cancellations of registrations must be made in writing. If cancellations received one week before the event i.e. 7 December 2012 you will be entitled to a 50% refund. Due to contractual commitments no refund will be made after 7 December 2012; however a complete set of documentation will be sent to you. Substitutions are welcomed at any time.

Note: It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue, every effort will be made to inform the participants of the change.

Please note that payment must be received within 5 working days upon issuance of invoice. Please Complete this form immediately and fax this to FAX: +603 7960 3872. Registration closes on Tuesday, 18 December 2012. Please contact Nermala at Nermaladevi@knowledge-evo.com

(Handling Misconduct and Conducting Domestic Inquiries)

Company: _______________________________________________________________________________________________________

Address: ________________________________________________________________
__________________________________________________________________________

Tel: _______________________________ Fax: _______________________________ Email: ___________________

Participant 1: ______________________________________ Designation & Email: _________________________________________

Participant 2: ______________________________________ Designation & Email: _______________________________________

Participant 3: ______________________________________ Designation & Email: _________________________________________

The Invoice Should be Directed to Mr/Ms (Dept):

Name: _____________________________ Nature of Business: _____________________________

Name of Authorising Manager: _____________________________ Title: _____________________________

Department: ________________________________________________________________

Signature & Company Stamp

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