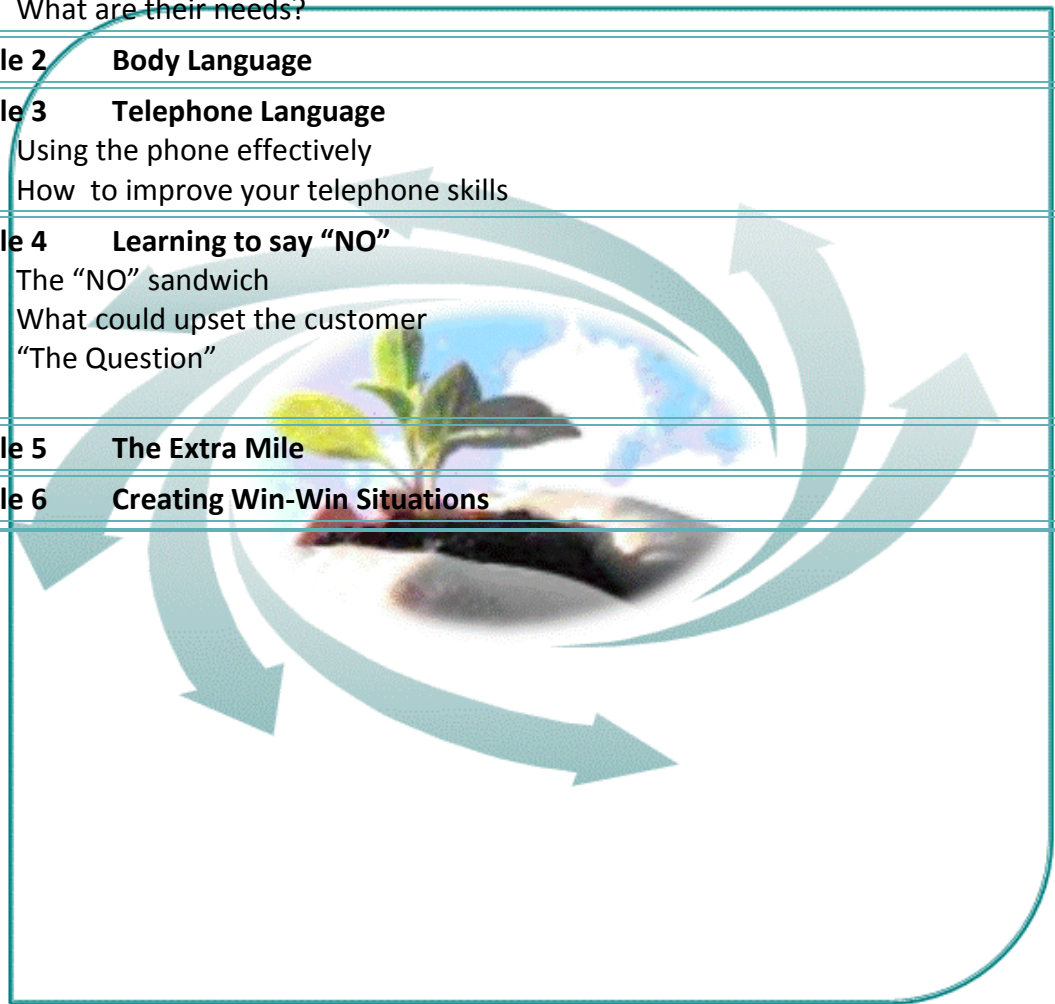


1. SOFT SKILLS TRAINING COURSES

EFFECTIVE CLIENT CARE	
Duration: 6 Modules of 2 Hours each	
Target Group: Any person who has to deliver a service or product to someone else inside or outside his/her company.	
• Module 1 Introduction to client care	To introduce participants to the concept of client care and the importance thereof. To objectively look at and analyze the current reality, thereby identifying key areas where we can improve existing client care. To arrive at a practical, do-able definition of client care
• Module 2 Creating winning attitudes	To guide participants in the process of creating win-win situations at all stages of interaction with clients. To determine ways to motivate the individual and the team.
• Module 3 Communication	To demonstrate communication and listening skills through interactive participation of all attendees. To establish realistic, workable communication procedures for daily use.
• Module 4 Colleagues as clients	To promote the importance of knowing your client. To introduce practical steps for identification of client needs.
• Module 5 Setting client focus standards	To discuss and promote the importance of client focus standards. To determine and set up relevant client focus standards
• Module 6 Effective teamwork	To demonstrate the importance of effective teamwork. To stimulate creative ideas to increase quality service.

CUSTOMER SERVICE	
Duration: 1 day	
Target Group: Any person who sells or supports any product or service which requires a direct contact with a customer or user.	
• Module 1 Identifying your customers • Internal • External • What are their needs?	
• Module 2 Body Language	
• Module 3 Telephone Language • Using the phone effectively • How to improve your telephone skills	
• Module 4 Learning to say “NO” • The “NO” sandwich • What could upset the customer • “The Question”	
• Module 5 The Extra Mile	
• Module 6 Creating Win-Win Situations	



TELEMARKETING	
Duration: 1 day	
Target Group: Any person using a telephone to canvass potential customers for business purposes	
• Module 1 Psychology of Selling	
• Module 2 Lead Generation	
• Listing • Cold canvassing • Referrals	
• Module 3 Planning & Preparation	
• Mental preparation • Physical surroundings • Accessories	
• Module 4: Planning & Preparation	
• Mental preparation • Physical surroundings • Accessories	
• Module 5 Lead Administration	
• Lead registers • Follow- up	
• Module 6 Role-play & Practical Application	



SALES AND MARKETING

Duration: 4 days

Target Group:

Any person involved in the selling of any product or service offered to the clients of the company.

Day 1

- Psychology of Selling
- Right Mental Attitude
- The Salesperson-A Professional Approach
- Selling Yourself and Your Product
- How to Make People Want to Buy From You
- Lead Generation
- Telephone Techniques
- Making Appointments
- Scenarios
- Practical

Day 2

- Sales Aids
- Body Language
- Building Your Vocabulary
- Presentation Outline
- Approach
- Presentation
- Sales Techniques Used By Top Salesmen
- Practical

Day 3

- Buying Signals
- Objections and Questions
- Ways of Handling All Types Of Buyers
- Tie Downs
- Closing Techniques
 - 7 Major Closes
 - Minor Closes

Day 4

- Motivation
 - Goal Setting
 - Time Planning
- One Certain Way To Increase Sales
- Ways Of Improving Your Sales Ability



MEMORY AND SPEED READING SKILLS

Duration: 2 days

Target Group:

Professionals who need to remember a considerable amount of things that happen on a daily basis.

People who need to study for a course, test or exam. Anyone needing to memorise presentations or speeches on a regular basis.

EFFECTIVE READING

Module 1 Introduction

- Aim of Effective Reading
- Mechanics of Reading
- Computing your Reading Rate
- Evaluation Retention Rate
- Progress Chart
- Reading Exercises

Module 2 Speed Reading vs. Effective Reading

- Defining the Purpose of your Reading
- Identifying Problems
- Reading Exercises

Module 3

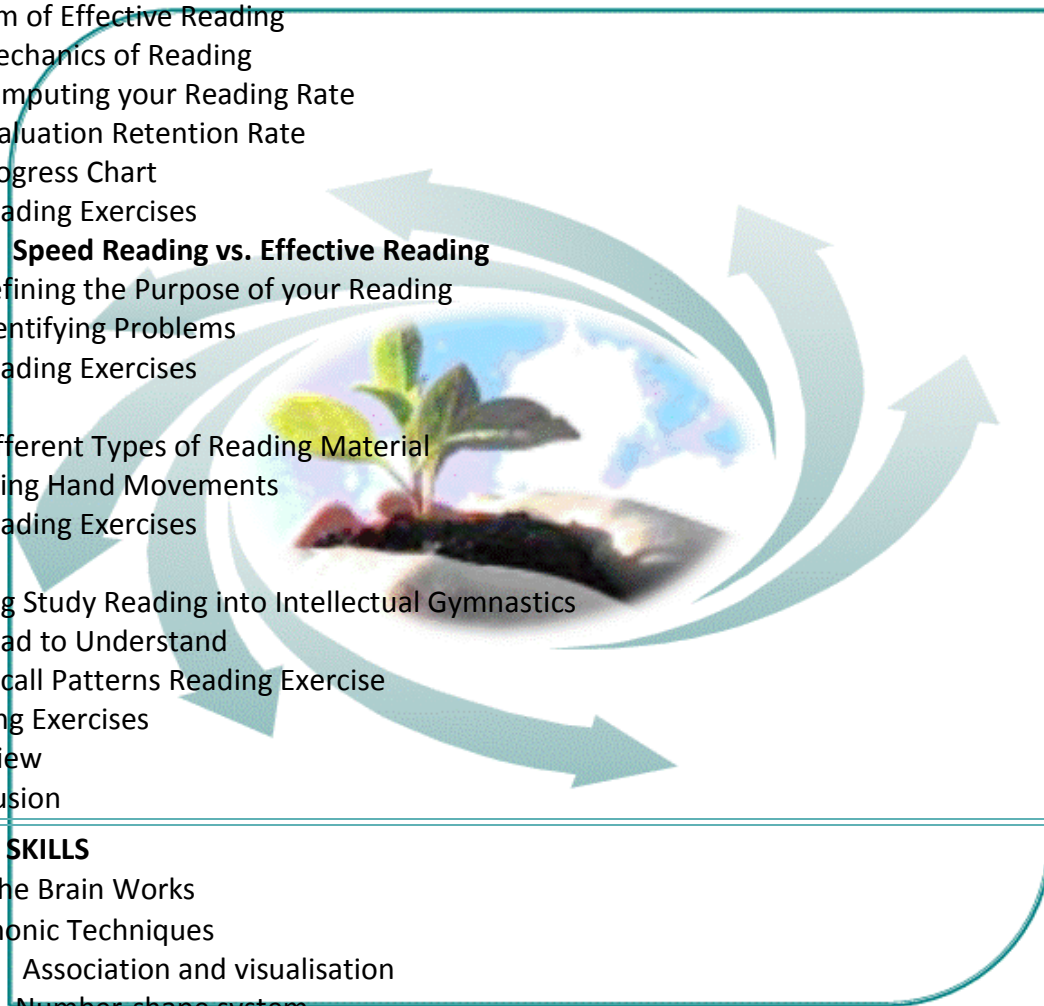
- Different Types of Reading Material
- Using Hand Movements
- Reading Exercises

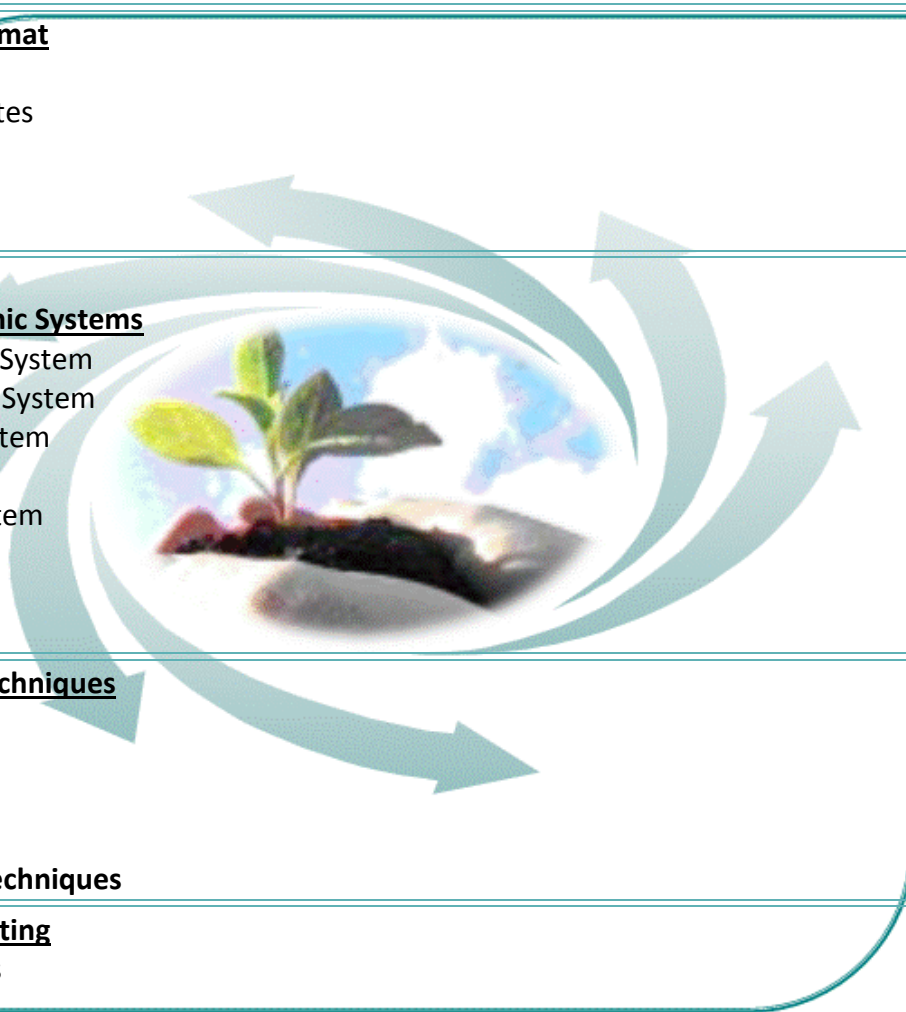
Module 4

- Making Study Reading into Intellectual Gymnastics
 - a. Read to Understand
 - b. Recall Patterns Reading Exercise
- Reading Exercises
- Overview
- Conclusion

MEMORY SKILLS

- How the Brain Works
- Mnemonic Techniques
 - ✓ Association and visualisation
 - ✓ Number-shape system
 - ✓ Number-sound system
 - ✓ Alphabet system
 - ✓ Chain system
- Mind Mapping
- Classical Room System



STUDY METHODS	
Duration: 6 Modules of 2-3 Hours each	
Target Group: Any person who has to study effectively from the age of Gr. 5	
<u>Module 1 - Association techniques</u> • How the brain works • How to associate • How to remember • Classification of keywords • Introduction to chain system	
<u>Module 2 - Note format</u> • Format • Aim of taking notes • Preparation • Visual clarity • Keywords	
<u>Effective Reading</u> <u>Module 3 - Mnemonic Systems</u> • Number - Shape System • Number - Sound System • Abbreviation System • Alphabet System • Classic room system • <u>Major System</u> • Number System • Colour System	
<u>Module 4 – Essay techniques</u> • H – 5 birds • SIDES • Skeleton Public Speaking Effective listening techniques	
<u>Module 5 – Goal setting</u> • Exam techniques • Study timetable	
<u>Module 6 – Application</u> • Biology, Maths, Science, Learning subjects, Languages etc.	