



BEYOND A CUSTOMER'S MINDSET[©]

by Mansoor Soomro

1 Day Workshop: 29th August 2017

Time: 10:00 a.m. – 4:30 p.m.

*Your Customer Doesn't Care
How Much You Know Until
They Know How Much You
Care."*

Damon Richards

Overview

Understanding and valuing customer is a need rather than a want, for today's business. According to Forbes, customers are likely to have specific questions, concerns or complaints about a product or service. Understanding what the customer needs is a top priority. Hearing exactly what customers want helps a company find the best solution. Moreover, it is the key to maintaining good customer relations and growing a successful business. It allows a business to stay connected with its customers and to receive valuable feedback. Without this ongoing connection, most businesses fail to remain viable.

Learning Outcomes

- › Listening to the customer intently
- › Learning to understand the customer better
- › Taking individual responsibility to serve the customer
- › Feeling impatient to serve the disappointed customer
- › Improve tactics to build relationship and customer loyalty
- › Converting customer from 'AAW' to 'WOW'

Training Methodology

- › Good & Bad Customer Service Stories
- › Role Plays / Mock Selling
- › Introspective Exercises
- › Learning Drills

Who Should Attend?

Field and Head Office Teams interacting with Customers, Team leaders and Managers who wish to build a culture of customer service across their organization.

Course Outline

Managing Customer Interactions

- › Attire management.
- › Grooming and styling tips
- › Dealing with your nerves/ gaining confidence
- › Using emotions/ rapport building
- › Managing loss of words/ enhancing vocabulary
- › Saying 'no' without being rude

Neuro Customer Service

- › What is neuro-customer service?
- › Understanding brain; left vs right
- › How can you anticipate customer needs?
- › Brain 101: exercises to win-back customers
- › Creating high service culture teams through neuroscience

From Customer Satisfaction To Customer Loyalty

- › Right here, right now approach
- › 7Ps process to win customers
- › Dealing with angry/difficult customers
- › Climb the stairs to unbelievable levels of service
- › Appreciate the value of customer grievances.
- › Attaining customer loyalty



Facilitator's Profile

Mansoor Soomro, an MBA has been with Siemens Pakistan top management. In 2012, he was selected as one of the youngest and the only Pakistani Board Member on the Siemens Middle East I&C (Information & Communications) Managing Board. Progressing on, from mid-2013 to March 2015, he led an international leadership role as Head of I&C Performance Management taking functional responsibility of 44 countries of Regions Asia Pacific, Middle East and Africa with Siemens.

Currently he works independently as a Corporate Trainer & Business Coach and is all geared up to develop people and accelerate organizations through his trainings and coaching support. He has offered his services as MOC on multiple forums across various sectors.

In June 2014, he was invited as a Panelist by the Harvard Business Club of New York to contribute his thoughts on the HBR Panel Discussion 'The Employer of Choice'. His co-authored article 'Organization 2.0' was published by the Harvard Business Review in 2014.



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Workshop Venue: Royal Rodale Club, Phase V, DHA, Karachi



Management Association of Pakistan

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ADMINISTRATIVE INFORMATION

Registration Fee*	Early Bird Fee (Register by) 15 th August 2017	Regular Fee (Register after) 15 th August 2017
MAP Institutional Member	Rs. 11,900/-	Rs. 13,500/-
For two or more Institutional member nominations	Rs. 10,900/-	Rs. 12,500/-
MAP Individual Member	Rs. 9,500/-	Rs. 11,000/-
Student Member	Rs. 5,000/-	Rs. 5,500/-
Non-Member	Rs. 15,000/-	Rs. 16,000/-

*Includes: MAP Certificate, Printed Course Material, Lunch & Tea.

Registration:

Registration to be confirmed only on receipt of cheque in advance

- Cancellations or substitute nominees acceptable up to 48 hours prior to the event.
- Early bird discount can only be availed if payment is made before the day of event. Otherwise, invoice will be reissued at Standard Fee.
- Please complete the Registration Form attached here to along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

For Direct Transfer:

- Acct Title : Management Association of Pakistan
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