



Management Association of Pakistan

Understanding your Customer's Dynamics through MBTI ©

by Dr. Qamar

6th & 7th March '18

Enhancing Customer Service & Building Customer Relationships Using MBTI®



Overview:

MBTI® profiling instrument for customer service, puts the focus on how to approach customers and build effective relationships

- Type preference framework helps in understanding what customers need
- Provides methods to estimate a customer's personality "type mode", based on behavioral and language cues
- Enables to match approach to the customer's personality "type mode"
- Address various steps and processes in managing effective relationships

To build more effective customer relationships, you need to:

- Hear your customers' needs, clarifying them and bringing them into sharper focus
- Tailor the product or service to meet specific needs
- Create a relationship that endures over time
- Make referrals to support customers in different ways
- Pick up ideas for enhanced services, products or markets



Learning Outcomes:

- Develop understanding of own personality type preferences and how to apply them in customer interactions
- Reinforce customer interaction process and build the necessary relationship for action
- Learn effective ways to interact based on customer behavior cues
- Formulate individual action plan for achieving visible behavior changes and desirable results



Training Module:

THREE STRATEGIC APPROACHES

1) Focus on Self

- Describe your own Type preference
- Identify ways you prefer to be sold
- Discuss how your own type affects your sales approach

2) Focus on Customer

- Identify type preferences of your customers
- Match sales approach to customer preferences
- Practice sessions using Type matching skills

3) Focus on Sale

- New skill practice
- Behavior Feedback
- Behavior goals



Who Should Attend?

Sales managers, Entrepreneurs, Individuals responsible for internal / external customer relationships, Customer Service personnel, Line managers, Human resource professionals and Project leaders. Anyone who wants to be successful in selling products, services, solutions, ideas & projects.



When & Where?

6th & 7th March '18

Time: 10:00 a.m. - 4:30p.m.

Venue: Royal Rodale Club



Facilitator's Profile:

Dr. Qamar is an experienced certified MBTI© FIRO-B® and MMTIC Practitioner, a pioneer and one of the leading experts on "Personality Type and Type Based Performance Improvement Solutions" in the region. Discovering human potential and optimizing performance in organizations summarizes what he does and is passionate for. Two words: UNDERSTAND and IMPROVE (for sustained behavioral change) best describes his thinking and the work he has been doing since 2005. He has been working with organizations in the areas of leadership and management development, career management, employee retention and team building. He has trained professionals from organizations like National Bank, CDC, Merck Pharma, TCS, Hinopak Motors, Sui Southern Gas Company, Tradekey, Macter, PharmEvo, Novartis, Business Beam, PSEB, DPL, NUST, Iqra, Generations, Cadet College, SPS, FBR, Packages, AKU, PILL, SuperTech, Abbot, Martin Dow, Getz, GSK, Engro, Mobilink, MCB, DUHS, Philip Morris, and HANDS etc. He has presented his research work at conferences in Dubai, Cairo and Chennai.

REGISTRATION FORM

Institutional Member

Student Member

Individual Member

Non-Member

Name _____

Designation _____ Membership No. _____

Organization _____

Address _____

_____ City _____

Phone _____ Fax _____

Mobile _____ E-mail _____

ADMINISTRATIVE INFORMATION

MODE OF PAYMENT

Cash/Cheque No. _____

Dated _____

Amount _____

Registration Fee*	Early Bird Fee (register by) 21-Feb-2018	Regular Fee (register after) 21-Feb-2018
MAP Institutional Member	Rs. 23,000/-	Rs. 27,000/-
For two or more Institutional member nominations	Rs. 21,500/-	Rs. 24,500/-
MAP Individual Member	Rs. 16,500/-	Rs. 18,000/-
Student Member	Rs. 8,000/-	Rs. 9,000/-
Non-Member	Rs. 24,500/-	Rs.28,500/-

*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
- Bank Name : MCB Bank Limited
- Account Number : 0006903010000302
- IBAN : PK62 MUCB 0006 9030 1000 0302
- Branch Name : GTB Branch Karachi (0069)
- Payment Advice to be sent at:
accountant@mappk.org | info@mappk.org