

# Service & Image Grooming Workshop



Date: 8<sup>th</sup> – 9<sup>th</sup> October 2009

Venue: **outLOUD Academy, Damansara Perdana, P.J.**

## WORKSHOP DESCRIPTION

People involved in communicating with customers will find this workshop enhances their skills and confidence in handling customer interactions. The workshop will enable participants to increase their effectiveness in projecting a professional image, relationship building, information exchange, active listening, complaints handling, and generating greater customer satisfaction and loyalty.

## WORKSHOP OBJECTIVES

- Develop a positive image with professional attire,
- Build an effective business wardrobe,
- Act with poise, credibility and confidence in relevant work forums,
- Impress with personal PR & personal power,
- Be polished with appropriate grooming and make up,
- Command respect in the workplace.

## WHO SHOULD ATTEND?

If you are facing challenges in any of these areas and more:

- Having difficulty gaining the respect you deserve,
- Unsure of what's an appropriate style and image,
- Getting overlooked for promotions and other opportunities,
- Not easily attracting and building relationships,
- A quiet achiever relying on your image to move you forward,
- Not achieving your personal and professional goals.



**Facilitated by Wendy Lee**  
Associate Consultant  
**outLOUD Studios Sdn Bhd**

Wendy Lee serves as the Principal Consultant of Chapter One Colour, Style and Image Consultancy and associate consultant with outLOUD Studios Sdn Bhd. She holds a Bachelor of Science (Hons.) degree, with a Chemistry Major from University of Malaya. She trained under Ann Reinten of 'The Australian Image Company' and Pat Vincent Scott of 'The Colourflair Studios, UK', and became one of the few internationally trained and qualified image consultants in Malaysia.

She carries with her a wealth of experience in the areas of strategic marketing, business development, sales and customer relations after spending almost a decade in the corporate sector. Wendy has travelled extensively to various countries and was instrumental in developing markets for Malaysia, Singapore, Thailand and The Philippines. Her extraordinary marketing trait, led her to clinch the prestigious Salesperson of the Year Award, making her one of the top 10-sales/marketing person worldwide.

Wendy has personally engaged and conducted various receptive seminars within an array of top tier administration elites, from business leaders, professionals to education pioneers and their peers. Boasting attendances from deans, deputy deans, professors and lecturers of University Malaya, management officials from hotel chains, banks, hospitals, as well as the average Joe, Wendy has displayed a tireless commitment to ensure that everybody benefits from her workshops.

# SERVICE AND IMAGE GROOMING WORKSHOP

## WORKSHOP OUTLINE

### **Image and Presentation - The Company's and Yours**

- Understand the importance of creating a positive and professional first impression on phone callers and visitors.
- Discuss personal presentation and grooming, as well as maintaining a professional image for the company
- How to meet and greet visitors maintaining show business at all time.

### **Communication Skills**

- Understand the benefits of asking questions in providing customer service.
- Investigate a variety of questioning styles to achieve specific outcomes.
- Learn how to identify different personalities for more effective communication

### **Telephone Techniques**

- Investigate and refine techniques for greeting and transferring callers, and putting people on hold.
- Identify effective methods of deflecting sales and marketing phone calls, balancing courtesy and assertiveness.
- How to take down messages well and end the call professionally

### **Generating Customer Loyalty**

- Understand it takes more than 'satisfaction' to generate customer loyalty.
- Realize the impact of word-of-mouth communication by dissatisfied and delighted customers.
- How add value to a customer through presentation and communication

### **Time Management**

- Adopt a practical process for managing appointments and tasks in a systematic and consistent way.
- Learn how to delegate tasks effectively
- Discover how to make time for self and activities suitable to respective personalities

### **Business Entertaining**

- The Art of Meeting & Greeting.
- Making Polite Conversation.
- Proper dining etiquette and table manners

### **Creating Business Style & Cultivating Professional Presence**

- Dealing with dress codes.
- Choosing a style and colors that best suits your job, body type and style.
- How to deal with wardrobe emergencies

# REGISTRATION FORM

## SERVICE AND IMAGE GROOMING WORKSHOP

8<sup>TH</sup> – 9<sup>TH</sup> OCTOBER 2009, OUTLOUD ACADEMY, DAMANSARA PERDANA, P.J.

### Delegate 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Delegate 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Delegate 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### WORKSHOP INVESTMENT - RM 1,200 PER PARTICIPANT

*The investment includes lunch, refreshments and training materials. **The program is PSMB claimable.** Subject to PSMB approval.*

**Group Discount of 10%** for 3 or more participants who register for the program at the same time and are from the same organization.

### WAYS TO REGISTER

All cheques are to be made payable to **outLOUD Studios Sdn Bhd** and mail payment together with this registration to:

**D-05-11, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana 47820 PJ,  
Malaysia.**

**Tel : +603 7728 4098 Fax : +603 7728 2620**

**Enclosed is our cheque for the event**

**RM** \_\_\_\_\_

**HUMAN RESOURCE / APPROVING MANAGER:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature : \_\_\_\_\_ Invoice Attention To (Mr/Ms): \_\_\_\_\_

Company Stamp Chop:

### TERMS & CONDITIONS

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training program.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

### HOW DID YOU KNOW ABOUT THESE EVENTS?

Kindly tick ( ✓ ) your choice(s)

- From Email Notification
- From Colleague, Management, HR or Training Department
- Others: \_\_\_\_\_

Version 1.2

### For Office Use Only

Contact Person:

Invoice Number:

Remarks: