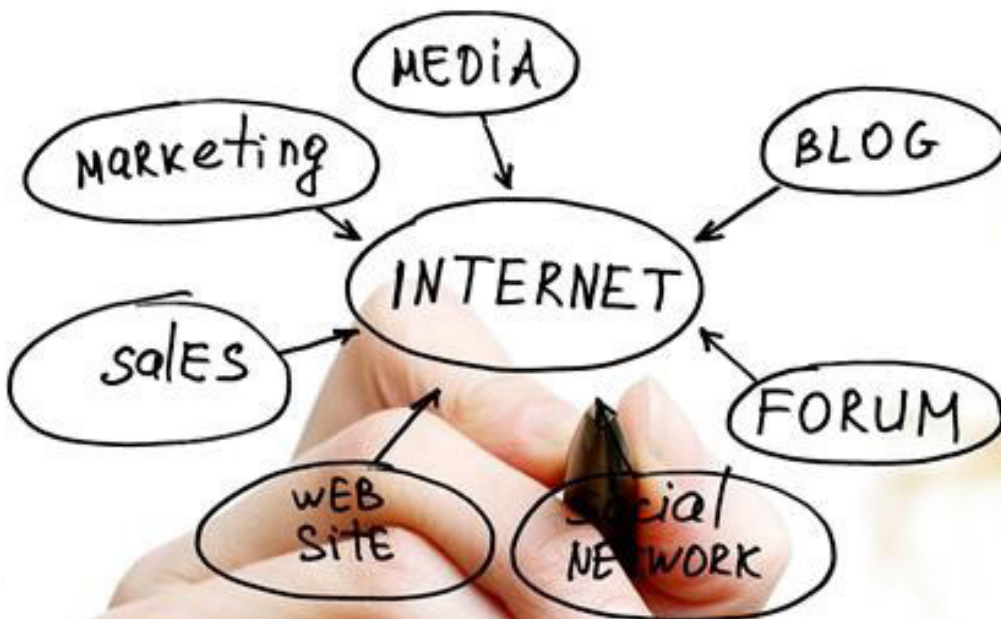


# ENGAGING CUSTOMERS FOR SUCCESS

GROW AND SUSTAIN YOUR BUSINESS



## Your Opportunity To...

1. Employ a value based approach to building profitable customer relationships
2. Empower team members to be effective salespeople at all levels
3. Develop sustainable customer relationship skill sets
4. Increase revenue opportunities whilst retaining good relationships with customers
5. Develop loyal and repeat customers

## Calling all...

- Sales and Marketing managers, Revenue managers, Hotel managers, Operations managers, Division Heads, Department Heads
- Team leaders, Line supervisors, Reservations agents

## Course Description

Participants in this workshop will be trained to acquire selling and relationship building skills that can help them and their teams take a more insightful and relationship based approach to the entire sales process and come out as winners with more successful sales. The workshop will help develop in them a balanced approach to revenues and customer relationships.

***“Tried and tested practices are applied to the workshops to give the participants real-world experiences.”***

## Course Outline

### (2 DAY WORKSHOP PROGRAMME)

#### **The Selling Revolution - the changes in sales trends and cycles and how organisations have to change the way they operate**

- Understand value and relationships and how these can impact the customer relationship
- Understand how competitors sell and why customers buy from them

#### **Differentiated Selling - Different Strokes for Different Folks**

- Are all customers the same?
- What do we need to know about them to help them buy?
- What are they buying? The product or service? Or the experience?
- Why they need different approaches?

#### **The Customer wants YOU to solve his problem – customer focused sales approaches and managing customer's needs**

- Who is the customer? Is it the influencer or the end user?
- Why are the same customers we have served before different today?
- It is all about trust and integrity and it's the relationship that counts.
- Understanding and establishing customer needs
- Effectively positioning the product or service
- Overcoming concerns and objections
- Showing empathy and understanding
- Helping in the decision process
- Giving power to the customer
- Winning outcomes and how to achieve them all the time
- Delivering the promise, all the time, every time.

**Training Dates: 30th November to  
01st December 2014**



## **Charles Tee, MA Mktg Mgmt**

Based in Singapore, Charles Tee is Chief Executive Officer –for T3E Global a travel, tourism and technology enterprise driving business results through real world solutions and strategies. He works with clients in the areas of business development and tourism product and service strategy development to focus and direct companies towards achieving business success.

Charles' work involves E-distribution and channel management, on-line travel distribution strategy, B2B & B2C e-commerce marketing and management, website marketing, development of hospitality & tourism marketing strategies and services, business development support and management, training, coaching and mentoring of senior management and executives.

He brings more than 29 years of international travel and hospitality industry experience to his position having served in senior management positions with companies such as Millennium & Copthorne International, Zuji, Sol Melia Hotels & Resorts, Rosenbluth and the Shangri-La. A graduate of Macquarie University in Sydney where he received a Master of Arts in Marketing Management and is currently pursuing his doctorate with the Institute of Education, University of London. Charles also holds a Diploma in Marketing from the Chartered Institute of Marketing (UK) and had most recently served as Chief Operating Officer Asia for Wotif.com a global specialist in last-minute accommodation where he was responsible for the Group's strategic development, growth and

operations in Asia. He spearheaded a team handling product development, business generation and customer services and support and within a period of 12 months he took the company from S\$ 2 million to S\$ 8.5 million in sales revenue growth.

Charles began his career as a Sales Executive with Hyatt Regency Singapore, and moved through the ranks from Sales Manager with Shangri-La Singapore to Director of Sales & Marketing at Le Meridien Singapore. With the experience he gained from Hyatt, Shangri-La and Le Meridien he moved on to several organisations including Tour East International (Asia) and Jetset Travel Holdings (Asia) where he was Chief Operating Officer and General Manager for Singapore, Olympia Leisure Sdn Bhd in Malaysia as Senior Vice President and Director, Rosenbluth International (Singapore) as General Manager and Sol Melia Hotels and Resorts as Vice President of Sales & Marketing for Asia Pacific.

He is also an associate lecturer at several educational institutions including James Cook University, RMIT University, Murdoch University, IMI Hotel School in Switzerland and the Tourism Management Institute of Singapore and a regular presenter at tourism and industry events where he has delivered papers on marketing and branding.

## Training Dates, Time and Venue:

- 30th November to 1st December 2014
- 0900-1700hrs
- Nasandhura Palace Hotel, Boduthakurufanu Magu, Male'

FJS Consulting reserves the right to make changes to the venue, dates and trainer if warranted by circumstances beyond its control.

## Pricing

- Fee - Early bird offer until 31 October 2014: US\$ 300
- From 31 October onwards: US\$ 350

Complimentary lunch and refreshments will be provided during the training.

## Class Size

40 participants

## Payments

- 100% upon confirmation of participation
- Payment can be made by the following methods:
  - Bank transfer to:\*  
Account Name: FJS Consulting Pvt Ltd  
Account Number: 7701 166238 002 (USD)  
7701 166238 001 (MVR)  
Bank Address: Bank of Maldives Plc, Main Branch,  
Boduthakurufaanu Magu, Male', Maldives  
Swift code: BMLBMVMV
  - Cheque made payable to FJS CONSULTING PVT. LTD.
  - Cash

## Cancellation

- 50% of payment will be refunded if cancellation is made 14 days prior to the training.
- We are unable to grant refunds for cancellations made after this period.

## For Reservation and Enquiries

### FJS CONSULTING PVT LTD

Tel: (960) 300 7072

Fax: (960) 330 7071

Mobile: (960) 798 2369 (Aysha Solih)

Email: [operations@fjsconsulting.net](mailto:operations@fjsconsulting.net)

Web: [www.fjsconsulting.net](http://www.fjsconsulting.net)

\* Placement will be confirmed upon confirmation of receipt

# REGISTRATION FORM

YES! Please register us

## Company/Corporate Members Name

## Address:

## Contact Person (Mr/Ms/Others, please specify):

Tel:

Fax:

Designation:

Email:

## PAYMENTS

Enclosed a cheque no. \_\_\_\_\_ for the sum of USD/MVR \_\_\_\_\_  
made payable to FJS Consulting Pvt. Ltd.

Enclosed receipt of bank transfer (transaction number) \_\_\_\_\_, made to  
FJS Consulting Pvt Ltd's account no. \_\_\_\_\_ for the sum of USD/MVR \_\_\_\_\_

CASH

All registrations MUST be accompanied with payment. Upon receipt of your registration, you are deemed to have read and understood the seminar registration procedures and accepted the terms contained therein.

Please send me information about similar events.

Please return this registration form together with your payments and to reach us before the closing date to the following address:

## FJS Consulting Pvt. Ltd.

Megma, Henveiru, Sikka Goalhi, Malé (20082), Maldives

Tel: (960) 300 7072 Fax: (960) 330 7071 Email: [operations@fjsconsulting.net](mailto:operations@fjsconsulting.net)



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For more information about us please visit our website at  
[www.fjsconsulting.net](http://www.fjsconsulting.net)