



CODE: SEM7-03-2017-SMTA

TITLE: Workshop on Quality Service for SMEs: Customer Communication and Win-win Negotiation Skills

OBJECTIVE: Through this workshop, participants would gain an understanding of how to combine NLP psychology and DISC behavior analysis techniques to build up relationships with customers, thereby enhancing their effectiveness of communication and negotiation.

CONTENT:
 

- The Human Thinking Model
- Building Rapport with Customers
- Communication Skills
- DISC–Character Analysis
- Dealing with Different Characters of Customers
- Win-win Negotiation Skill

DESIGNED FOR: Customer relationship management, customer service, sales and other front line service personnel; service industry executives

SPEAKER(S): Mr. Jimmy Lai  
Holder of Master Degree in Training & Development & Bachelor Degree of Administrative Studies; Certified Neuro-Linguistic Programming (NLP) Trainer; with over 10 years of working experience in retail management, from front line sales to marketing; once served as trainer-consultant of international retail chains; registered mentor of Hong Kong Employees Retraining Board (responsible for teaching retail management and staff management)

ORGANIZED BY: Wynn Resorts (Macau), S.A (Principal Organizer)  
Macau Productivity & Technology Transfer Center (Co-organizer)

NO. OF SEATS: 50

DATE & TIME: March 11, 2017 (Saturday), 3 p.m. - 6 p.m.  
<Deadline for Registration: March 7, 2017>

LANGUAGE: Cantonese (handouts in Chinese )

FEES: Free of charge

VENUE: CPTTM Head Office Auditorium (Rua de Xangai 175, Edf. ACM 7 Andar, Macau)

ONLINE <http://www.cpttm.org.mo/seminars>

REGISTRATION

REGISTRATION & ENQUIRY:  E-mail: cpttm@cpttm.org.mo	<b>Head Office</b>	Rua de Xangai 175, Edf. ACM, 7 andar Tel: (853) 2878 1313 Fax: (853) 8898 0853
	<b>House of Apparel</b>	Rua dos Pescadores, Ed. Ind. Ocean, Fase II, 10 andar Tel: (853) 8898 0701 Fax: (853) 2831 2079
	<b>Technology</b>	Rua Comandante Mata Oliveira, Ed. Associacao Ind. 3 andar Tel: (853) 8898 0601 Fax: (853) 2837 3085
	<b>Cyber-Lab</b>	Rua Comandante Mata Oliveira, Ed. Associacao Ind. 3 andar Tel: (853) 8898 0601 Fax: (853) 2837 3085

~ The organizer reserves the right to cancel the seminar or modify its topic, content and/or speaker without prior notice. ~

