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Training & Development

Gearred2Lead

**Excellence in Supervision
with ASHREF ISMAIL**

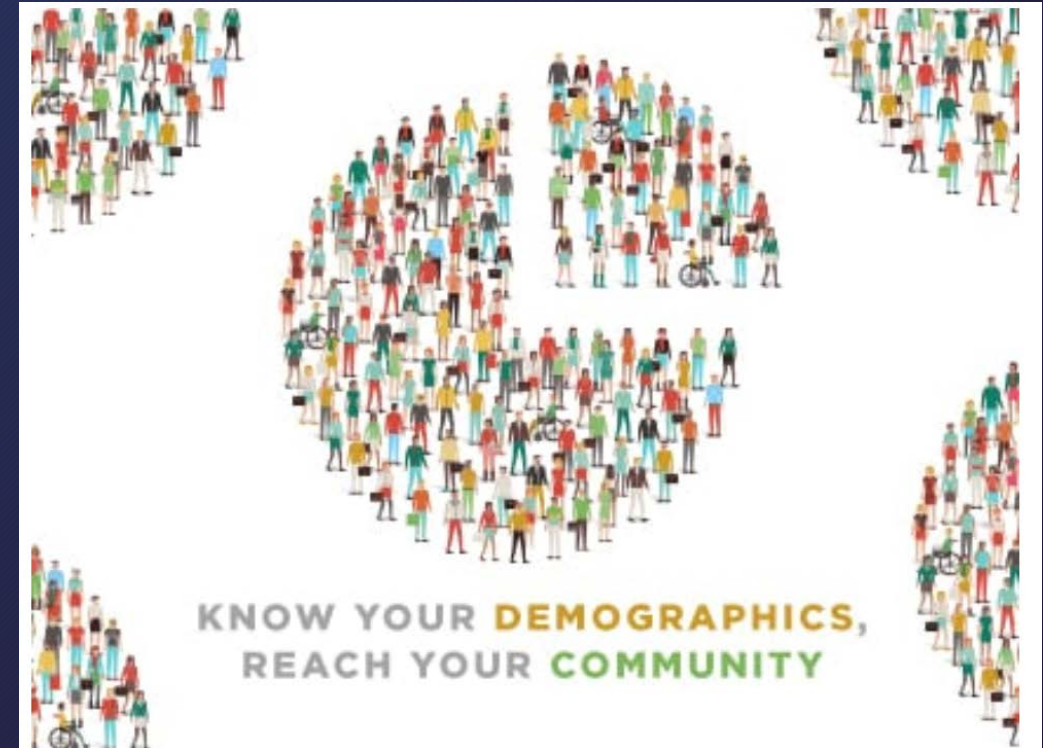
Week 1 session 2 (22 August 2020)

1. Get the Public Image you want for your Organization.



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- Plan your program.
- Become a good neighbour.
- Know your community.
- Identify and assess all available avenues.
- Foster two-way communication.
- Continues...



Remember the Fundamentals.



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- Be honest.
- Be continuous.
- Be comprehensive.
- Keep it simple.
- Present information rationally.
- Timing is important.



2.Ensure your Organization makes a good first Impression.



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- Remember: First impressions count.
- Locate on-site signage strategically.
- Check the premises' physical appearance.
- Pay attention to the reception area.
- Test your organization's telephone technique.
- Check that your premises give off good vibrations.

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- And finally...
- Ensure staff members to say hello to visitors when they pass to emphasize the organization's friendly atmosphere.
- Always strive for quality first impression. Lead by example. Others will follow.
- Remember, you and your team will often be judged outside work as well as during trading hours.

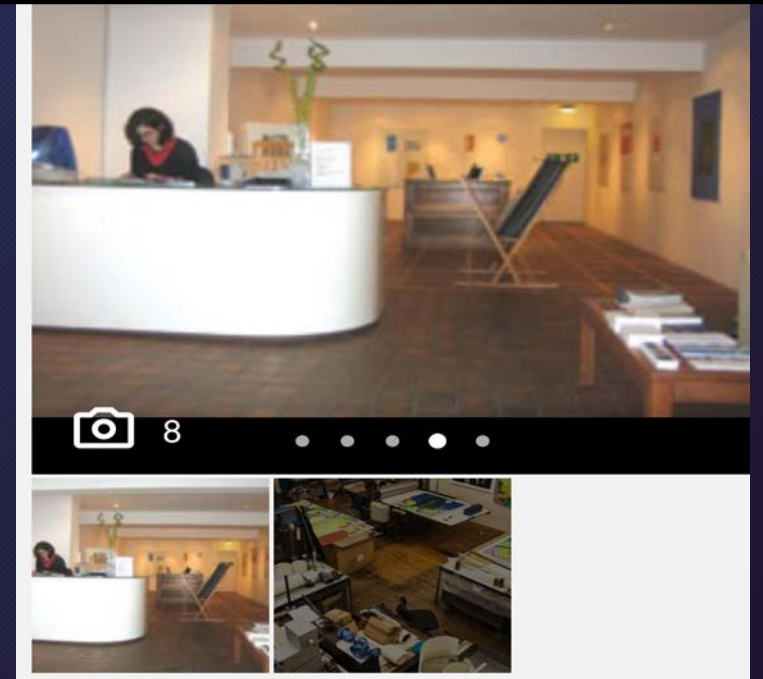
3.Improve your Organization's Visual Image



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- Resist the temptation to do it yourself.
- Appreciate the value of a professional designer.
- Know how to select a good designer.
- *Find one you can work with*
- *Ask for testimonials*
- *Have a good look at examples of the designer's work.*
- *Ensure the designer is committed to meeting deadlines.*
- *Consider cost last of all*

Example of a visual image of a organization



...Continued



- Always prepare a design brief.
- Be consistent with your visual imagery.
- Remember also...
 - *Consider launching your company's new visuals with a splash.*
 - *Implement visual imagery changes quickly and thoroughly.*
 - *Know where your old visual imagery will need to be replaced.*

4. Position yourself in the Marketplace



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- Remember: marketing is everybody's job.
- Generate marketable products or services.
- Profile your competition.
- Analyse market opportunities.
- Target your market.
- Develop an appropriate marketing mix.
- Forecast sales potential.
- Develop a strategy for publishing your product.
- Review your performance regularly.



5. Find out what your Competitors are doing.

- Attend trade shows and conferences.
- Become a shareholder – of your competitor.
- Trade product with competitor.
- Conduct a company search.
- Examine legal records
- Subscribe to investment research.
- Subscribe to a clipping service.
- Talk to former employees.
- Scan the employment advertisements.
- Don't rest on your laurels.



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6. Provide Responsive Customer Service.

- Ensure your team is honest and open.
- Provide customer-service training for your staff.
- Remember the key word-**RESPONSIVENESS**.
- Empower employees.
- Set the example.
- Establish benchmarks.
- Be accessible.
- Add value, add profits.
- Hold regular meetings on customer service.



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Empower your employees

7.Keep Contact with Hard-won Customers.



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- Make contact soon after the initial sale.
- Make a second contact two weeks after the sale.
- Stay in regular contact.
- Take an interest in family successes.
- Encourage customers to contact you.
- Drop in if you're in the area.
- Keep them informed.
- Provide networking opportunities.
- Develop your own after-sales strategy.

8. Maximise the Benefits from Customer Relationship Management.

- Be clear about CRM.
- Get key people involved in the vision.
- Initiate a clear strategy.
- Select appropriate technology.
- Keep it simple.
- Train your people.
- Exploit benefits.



Employee Training Programs

9. Provide Exceptional Customer Service.



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- Let no customer wait more than three minutes.
- Do a little extra each time.
- Redress a customer concern immediately.
- Take five seconds to answer the phone.
- Attend to detail.
- Seek staff ideas on how to improve service.

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- Monitor those things you often don't notice.
- Keep those promises.
- Make sure your staff are 'in the know'.
- Be confident that everything works.
- Get to the customers before they get to you.

END!



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•Good luck and best wishes!