



SKILL MASTERS ACADEMY

LLP0006698-LGN

WORKING PAPER FOR CERTIFICATE OF ATTENDANCE

In Enhancing Service Distinctiveness Skills (For The Hospitality & Tourism Industry)

Programme Overview

Have you ever considered why guests choose one hotel or Travel and tour operator over another? Why do customers continue to do business with some organisation and cease doing business with others which might also be able to meet the same desire or need as other business operator?

The answer lies in differences in **customer satisfaction**. A satisfied customer becomes a word of mouth sales person for the organisation and its services thus becoming a source of continued profits. Customer Service is the ultimate objective of any business and it takes top priority in the hospitality industry. However, perfection of an employee's skills, whether at the front of the house, back of the house rank and file or managerial level, depends on the quality of education and comprehensive management training.

Course Content

Leadership Development

A firm's performance management structure actually creates the conditions for empowering employees, but that empowerment requires leaders to lead well. Leaders get people to follow them because people want to; people are motivated because they feel they are supported and respected. A blend of management and leadership produces better results than either could alone. Strong leadership encourages freedom of creativity within the structural bounds of the

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performance management system. Leadership coupled with a system of performance and process management is crucial to the long-term success of any organization.

Communication Skills

Communication is a process, not a product. Newsletters, memos, videos, publications, meetings, team briefings and the intranet may all have an important part to play in your organization's communication strategy. Be sure that you understand why each is being used - what it will cover and achieve. Effective communication practices should be consistent under all organizational circumstances. Every manager is a communicator. Every staff member is a communicator.

When people are faced with uncertainty about an organization's future and their own, internal communication is far more important than external, even in times of merger or acquisition. Of course, in addition to its motivational impact, communication has an important informing function. For example, when people know what's happening with an organization, they are able to answer customer's questions honestly. If they are informed and feel secure, they are in a better position and frame of mind to provide feedback to management about the impact of strategies on clients.

Customer Service

The need to make so many calls in a day leads to an ineffective use of a salespersons time. Yes, they may make a sale but it is vital for salespeople to adapt their methods to focus on long term client relationships. Put yourself in the position of a decision maker. With such a huge amount of choice when it comes to service providers, each selling the same service, what will make you stand out? Very simply it's the level of customer service that you provide. This may seem obvious but very few salespeople provide effective service to their customers. There are a number of simple techniques which will allow you to not only improve the service that you provide, but also increase the number of sales you will make with your clients.

Teamwork

Pride, for many people, is more important than money. In organizations in which people are disrespected and poorly treated, higher pay becomes a key way of compensating for the soul-destroying drudgery of the job. In contrast, highly spirited and well-led organizations are often

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competitive in their financial pay scales but way ahead of their counterparts in "psychic pay" via higher levels of pride and satisfaction.

Most people want to be on a winning team, to feel proud of the organization and their own accomplishments. This emotional connection provides a deep sense of making a difference through meaningful work. Highly effective leaders nurture a strong "pride of craft" for the products or services the organization provides and what these do for customers. Employees feel valued for what they do. Individual, team, and organizational accomplishments and milestones are celebrated. Everyone feels emotionally committed to the team or organization's goals, purpose, and customers.

Objectives

Enhancing Management development skills has meant different things in different times. The modern leader knows that it means developing the skills needed to motivate the modern team. These necessary skills can be learned through a management development training program, which is less stressful than being forced to learn the skills on the job. Working your way up the ladder, you've experienced numerous leadership styles from the previous generations of managers. With these new expectations, managers need to undertake new leadership development training strategies.

Employees are not told what to do anymore. Now, you influence their choices and assist them in reaching their goals. You do not direct; you win the team over to your point of view. You do not dictate; you inspire! You can learn how to convey this inspiration by focusing on Enhancing

The days of assuming that a good manager is also a good leader are gone. Clear distinctions are being made between the two. In this management skills training course, you will learn the differences between managing and leading, why communication skills are so important, how to keep our customers and what the fundamental values of effective teams are.

Managers of the past often mandated change, but did not follow it. Today's leader is willing to adapt and improve their team by sharpening their leadership skills development, together with

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the art of communication skills, Customer service orientated personality and having the ability to work as a team resulting in knowing how to efficiently lead by example. Enhancing Management Skills training course empowers you to practice the skills you need to stop pushing and start pulling. Developing the skill set of the modern leader will help your team to thrive within the company and it will help to achieve the career goals set by the organization.

Outcome

The organization's base rests on management's philosophy, values, vision and goals. This in turn drives the organizational culture which is composed of the formal organization, informal organization, and the social environment. The culture determines the type of leadership, communication, customer service and group dynamics within the organization. The employees perceive this as the quality of work life which directs their degree of motivation. The final outcome are performance, individual satisfaction, and personal growth and development. All these elements combine to build the model or framework that the organization operates from.

We offer organizations flexible and tailored development interventions and business services, supported and managed by robust quality administration. Skill Masters Academy is very aware of the need to deliver bottom line results and added value to your business. To ensure that this is the case, Skill Masters Academy would become your 'learning partner' in order to deliver the best solutions possible to meet your objectives. For many clients this means developing training interventions unique to their organization and ways of working. With many years of training and development experience behind us Skill Masters Academy is committed to work with you to try and ensure you get best value for the money you invest.

Course Topic

Topics that will be shared in training will include:-

➤ **Leadership Skills**

- (1) What is Leadership?
- (2) How to be a good leader?
- (3) Definition of leadership
- (4) How do we Improve Leadership skills?
- (5) What are the Principles of Leadership?
- (6) Which type of leadership style we practice?

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➤ **Communication Skills**

- (1) What is Communication?
- (2) Why communication skills are so important?
- (3) The Importance of removing barriers in communication
- (4) Formal and Informal communication skills?
- (5) What is communication process?
- (6) Direction of communication style

➤ **Customer Service**

- (1) What is Customer Service?
- (2) Who are our customers?
- (3) What is a “bit more” in customer service?
- (4) Customer’s feedback & actions
- (5) Improving customer service
- (6) How to keep our customers?

➤ **Teamwork**

- (1) What is Teamwork?
- (2) Skills involving Teamwork
- (3) Team roles and job description
- (4) Difference between team and group
- (5) Stages of team growth
- (6) Characteristics of effective teams

Workshop Methodology

Lectures, Exercises, videos and Case studies.

Target Audience

Service Personal, Supervisors, Executives and Managers

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Course Material/Certificates

Skill Masters Academy will provide Certificate of Attendance to participants who complete the course.

Course Fee and Duration

This is a 2 days training programme. The cost for this course is RM 18000.00. This cost includes training material, certificates and trainer's fees for both the days.

Medium of Instruction

English

Date

To be advised by the organization

Venue

1 x Training room and facilities for training to be provided by the organization.

1 x Coffee Break x 2 days for trainer and participants to be provided by Organization

1 x Lunch x 2 days for trainer and participants to be provided by Organization

1 x Tea break x 2 days for trainer and participants to be provided by Organization

1 x Accommodation x 3 nights for the trainer to be provided by the organization

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Course Schedule

<u>Day 1:</u>	09.00 am:	Communication skills
	10.30 am:	Coffee break
	10.45 am:	Continuation of Communication Skills
	01.00 pm:	Lunch
	02.00 pm:	Customer Service
	03.30 pm:	Tea Break
	03.45 pm:	Continuation of Customer Service
	05.30 pm:	Closed
<u>Day 2:</u>	09.00 am:	Teamwork skills
	10.30 am:	Coffee break
	10.45 am:	Continuation of Teamwork Skills
	01.00 pm:	Lunch
	02.00 pm:	Leadership Skills
	03.30 pm:	Tea Break
	03.45 pm:	Continuation of Leadership Skills
	05.30 pm:	Closed

On behalf of Skill Masters Academy Plt, I kindly hope that this paper fulfills the objectives according to your organisation's request. Your consideration and approval by your department are greatly appreciated.

Thank you very much.

Yours sincerely,

Sivaraman Allapen
Managing Consultant
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