



HONG KONG RETAIL MANAGEMENT ASSOCIATION

10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong.
Tel: 2866 8311 Fax: 2866 8380 Website: www.hkrma.org

2011 SERVICE RETAILERS OF THE YEAR

16 July 2012



MEMORANDUM TO: Members of the Hong Kong Retail Management Association and Fellow Retailers



SUBJECT: Training Series: Retail Workshops (August 2012)
培訓系列：零售工作坊（2012年8月）



Please be informed that a workshop on “Service Mindset Twist” will be organized on 16 August 2012. This one-day interactive workshop aims for cultivating effective mindset of service professionals to perceive their professional role and relationship with their customers which facilitate them to handle customer complaints skillfully and confidently that helps resolve the customer relationship in critical situations. Details are as follows:

Topic:	“Service Mindset Twist” (服務思維急轉彎)
Date:	16 August 2012 (Thursday)
Time:	9:30 am – 5:30 pm
Instructor:	Ms. TSUI Pui Yin Dorothy (Mind Resources)
Fee: (HK\$)	Member: \$1350 / person Non-member: \$2025 / person
Deadline:	31 July 2012

ENROLLMENT

Enrollment will be made on **first-come-first-served basis**. In case the enrollment is unsuccessful, HKRMA will notify the applicants individually.

No cancellations will be accepted after enrollment, but the enrollment can be transferable to other workshops of the same price.

For any inquiries, please contact Ms. Column Chu or Ms Peggy Ng on 2866-8311.

If you do not wish to receive information from the sender in the future, please contact Ms. Peggy Ng at 2866 8311. 如將來不希望接收本協會的任何資訊，請致電 2866 8311 與吳小姐聯絡。

2011 GREAT PROGRESS AWARD WINNERS



2011 SERVICE & COURTESY AWARD WINNERS



CHEVIGNON

周生生
Chow Sang Sang



FURLA



ÍPSA



STACCATO



TSL | 謝瑞麟



Service Mindset Twist (服務思維急轉彎)

How to Handle Challenging Situations in Customer Service at Ease

日期: 2012年8月16日 (星期四)
時間: 上午9時30分 至 下午5時30分

www.hkrma.org/workshop
名額先到先得

學習目標

完成課程後，學員將能夠：

- 掌握優質顧客服務的深層意義
- 洞悉顧客的需要
- 靈活運用多樣化的溝通技巧
- 提升處理不同情境的應變能力

課程大綱

1. 強化顧客服務文化
 - 優質顧客服務對服務人員的意義
 - 建立共同的優質顧客服務理念
 - 建立備受尊重的專業地位—重整服務人員與顧客的角色關係
 - 如何實踐服務承諾
2. 還原基本步—顧客需要什麼？
 - 誰是我們的目標顧客？
 - 令顧客滿意的竅門
 - 優質服務的 5 個領域
3. 建立真誠的顧客關係
 - 破解顧客服務人員常墮入的 3 個心理陷阱
 - 心態重整—如何擺脫機械式服務，並做到真心對待顧客
4. 優質顧客服務的溝通技巧
 - DISC 行為類型分析—認識不同的行為模式
 - 分秒必爭—把握與顧客建立聯繫的首 30 秒
 - 互動溝通和主動聆聽的技巧
 - 不再「開口夾著脣」—正面的溝通技術
5. 顧客投訴處理
 - 了解顧客提供意見及投訴的本質
 - 有效管理自我情緒及舒緩壓力的技巧
 - 向顧客發問直達投訴核心的提問技巧
 - 軟化「壞消息」的步驟
 - 如何增強顧客對服務的認知價值
 - 化敵為友—成為顧客「患難之交」之妙法
 - 臨危不亂—處理「高難度顧客」的竅門

導師: 徐佩賢小姐 (Mind Resources) [講者簡介請參考 www.hkrma.org/workshop]

對象: 零售店舖經理、區域經理、培訓主任及經理

地點: 銅鑼灣禮頓道 33-35 號第一商業大廈 3 樓 301 室

費用: 會員 HK\$1,350 / 非會員 HK\$2,025

To: Hong Kong Retail Management Association
10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong
Fax: 2866 8380 Tel: 2866 8311 Website: www.hkrma.org

“RETAIL WORKSHOPS” ENROLLMENT FORM

Part I: Company Information

Company Name : _____ Contact Person: _____
Tel: _____ Title: _____
E-mail: _____ Fax: _____

Service Mindset Twist 服務思維急轉彎 (16-8-2012)

Deadline 截止報名
31 July 2012

Part II: Participation List

Name of Participant (Mr./Ms.)	Position of Participant	Contact Tel.	Email
1.			
2.			
3			
4			

Part III: Payment Methods (please tick where appropriate):

Cheque Payment:
Enclosed is a cheque for HK\$ _____ (made payable to “Hong Kong Retail Management Association Ltd”) as the fees for the workshop.

American Express (AE) Card Payment (all information MUST be completed):

Card Member Name: _____

Card Number: _____ Card Member Signature: _____

Card Expiry Date: _____

Amount Due: HK\$ _____

Signature: _____

Name: _____

Company Chop: _____

Title: _____

Date: _____

Part IV: Receipt (Please complete the following if a receipt is required.)

Name (Mr./Ms.): _____ Address: _____
