



# 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](http://www.hkrma.org)

## “Connecting with Mainland Customers” (與內地顧客聯繫技巧)

Date 日期: 27 September 2012 (Thu星期四)

Deadline 截止報名

Time 時間: 2:30 – 5:30 pm

**14 September 2012**

### Objectives 目標

- Discover their purchase needs and fulfil them with extra emotional steps  
加深了解國內顧客購物需求，加強情感聯繫
- Offer appropriate choices and attitudes to attract customer buy-in  
可以選擇適當的態度吸引國內客戶
- Complete the sales to the emotional levels of Mainland customers  
學習以情感聯繫促成國內顧客的大量消費

### Workshop Outline 課程大綱

1. Prepare to take extra steps with open-mind for better understanding  
準備超越現有服務水平的開放心態
2. Share their feelings from Mainland China customers  
分享個人接觸國內顧客時的感受
3. Better understand their common behaviour during purchasing.  
更了解他們於購物時的習性
4. Learn the rapid rapport building skills  
學習快速與國內顧客建立關係的技巧
5. Practical skills to motivate yourself and others to establish positive relationships  
自我激勵和鼓勵他人作出正面聯繫的實用技巧
6. Prepare for action plan, to establish more effective relationships with Main China customers  
落實與國內顧客建立更有效聯繫的行動方案

Instructor 導師:	Mr. Nathan Yung (CSG Consultancy, Chief Facilitator, Team Engagement) 翁健輝先生 (精確環球諮詢, 首席導師「凝聚力」)
Target participants 課程對象	Retail Shop Managers, Area Managers, Training Managers & Officers 零售店舖經理、區域經理、培訓主任及經理
Venue 地點:	Rm. 202, 2/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong 銅鑼灣禮頓道 33-35 號第一商業大廈 2 樓 201 室
Fee 費用:	HKRMA Members 會員: HK\$550 Non-HKRMA Members 非會員: HK\$825

## PROFILE OF INSTRUCTOR 導師簡介

### *Nathan Yung*

**Chief Facilitator, Team Engagement, CSG Consultancy**

Seminar speaker, corporate trainer & teamwork coach, contributed abundant training & coaching sessions in the past 13 years, with extensive experiences in providing various training services in HK, Taiwan and mainland China



From his energetic style of training & facilitation, Nathan specializes in delivering speeches & workshops on Motivation, Leadership, Sales Process, Personal Growth, Team-building & Problem-solving with professional utilization on NLP, Enneagram, MBTI, ABC (Adventure-Based Counselling) & FISH! Philosophy.

Nathan is now working on his PhD in Enterprise Management, graduated in Master in Counselling and BSc Building & Construction. He earned the professional qualification of Registered Corporate Coach from WABC, Certified National Psychological Counselor in China, NLP Master Practitioner & NLP certified Trainer from NFNLP (USA).

Clientele: SONY corporation, Bank of China, Prudential, ING, Ericsson, KFC, Miramar Group, Eton Properties, EaseCox corporation, Centaline Investment Group, Ricacorp Properties, Midland Realty, PingAn Insurance, Dynasty Group, HKGCC, LUAHK, HKRMA, IFPHK, HKTDC, Auxiliary Medical Services, MHA, MPDA, CTM Macau and others.

To: Hong Kong Retail Management Association  
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## **“RETAIL WORKSHOPS” ENROLLMENT FORM**

### **Part I: Company Information**

Company Name : \_\_\_\_\_ Contact Person: \_\_\_\_\_  
Tel: \_\_\_\_\_ Title: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

- How to Manage Social Media for Staff Engagement in Retail 如何善用社交媒體維繫員工 (20-9-2012)  
 Connecting with Mainland Customers 與內地顧客聯繫技巧 (27-9-2012)  
 Dialogue in Silence – Engaging Staff for New Managers 無聲對話—新經理與員工聯繫技巧(9-10-2012)  
 Train the Service Trainers 服務培訓師訓練 (11-10-2012)

### **Part II: Participation List**

Name of Participant (Mr./Ms.)	Position of Participant	Contact Tel.	Email
1.			
2.			
3			
4			
5			

### **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:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Company Chop:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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

Name (Mr./Ms.): \_\_\_\_\_ Address: \_\_\_\_\_

Enrollment will be made on **first-come-first-served basis**. No cancellations will be accepted after enrollment, but the enrollment can be transferable to other workshops of the same price.