EMPOWERING FRONTLINERS AS SERVICE PROVIDERS
(PROGRAM ON PERSONALITY ENHANCEMENT & CUSTOMER SERVICE)

Target Participants
All front liners in guest contact areas, managers and supervisors

Expected Benefits and Success Indicators

For the participants
With this program, we expect
1) more smart and more confident front liners as shown in their personality tests and physical projection while they execute their duties
2) more wholesome guest relations of graduates as they apply what they learn in the seminar
   (this can be discerned in their behavioral and performance assessment after the training)

For the participating company
More favorable image and impressions gathered in customer survey with more empowered
Staff who apply what they learn in communications and guest relations

At least 20% increase in sales when participants practice their assertive selling and communication skills

Course Duration : 3 days -24 hrs, plus one day trade test

Course Objectives:

This 3 DAYS program is designed to enable participants to project a positive social image and make them effective in dealing with people such that the goodwill and respect of customers and patrons is sustained.

The course specifically endeavors to:
1. Make participants aware of the personality attributes that have a bearing on their social image and customer relations;
2. Mirror themselves against the said qualities and become more aware of their personal strengths and handicaps as front liners;
3. Empower them to become effective in their interpersonal and customer relations by way of activities that will facilitate
   - the alignment of distorted self concept and enhancement of self confidence
   - positive physical as well as verbal and non-verbal projection
   - development of win-win attitudes in all areas of relationships
   - application of assertive communication in dealing with people and difficult situations
   - application of guest relations skills

Course Content
Lesson 1 – Building a Positive Corporate Image
The Corporate Image – the selling point
The front liner as a reflection of the corporate image
Enabling the frontline to project a positive social image
Ideal qualities and characteristics of a winning front liner
Mirroring oneself vs. the winning qualities (diagnostic exercises)

Lesson 2 - Building Self Esteem and Commitment
Characteristics of a positive & negative self image
What perpetuates a negative self-image?
Overcoming one's mind binders and emotional baggage
Therapeutic exercises for building self-esteem & self confidence
Realigning one's paradigm of work; building commitment

Lesson 3 - Building & Sustaining the Goodwill of Guests and Clients
Transactional analysis applied to human relations
Building a win-win orientation in relating with others
Learning to practice positive affirmations and positive stroke
Developing assertive and sensitive communications
Coping with difficult people and clients
Handling complaints, requests and concerns of clients
Skills practice

METHODOLOGY
* Lecture demonstrations
* Role plays & simulation games
* Group discussion
* Use of diagnostic tests
* Intensive skills practice
* Group dynamics – experiential exercises

Resource Persons: (any two)
Amy Roldan
Benjamin Singson
Louie Migne