



Programme on

Customer Delight

(The Ultimate Mantra for Success in Business)

10 days, Monday to Friday, April 22 to May 3, 2019 • 8.00 to 9.30 a.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015

The days of 'Satisfying' a customer are dead and gone, never to return.

Today's customer expects you to 'delight' him/her by giving more than what he/she expects.

In this well-designed programme the tips and techniques of delighting customer will be discussed, deliberated and dissected.

Topics include:

- Customer expectations
- Risk perceptions of customers
- Effective communication
- Controlling, managing and recovering outstandings
- Art of calling a customer
- Answering objections
- Saying 'No'
- Psychology of selling / marketing
- Relationship marketing
- Customer perception of cost and price etc.

The programme will be piloted by **Mr. B.N. Dastoor** who has over 50 years of international experience. He is the author of over 120 books and recipient of two national and two USA Awards.

Fee : Rs.2000/- per person inclusive of GST. (Fee includes course fee, cost of reading material and Refreshment). Cheque should be drawn in favour of "**Ahmedabad Management Association**"

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April 22 to May 3, 2019

REGISTRATION FORM:

Please fill-in and return this form along with participation fee to:

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

Mobile: 9537407187, 7069940917, 7203030990 • Phone: 079-26308601-2-3-4-5 • Fax: 079-26305692

E-mail: ama@amaindia.org • Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of "**Ahmedabad Management Association**".

Name(s)	Position
1. _____	_____
2. _____	_____
Organization: _____	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address: _____	
	Pincode No.
Telephone(s):	Mobile:
E-mail: <input type="text"/>	