

Development Program for Service Engineers & Technicians

[IN HINDI]

Wednesday, August 2, 2017 (9.30 a.m. to 5.00 p.m.)

at Torrent-AMA Management Centre • Core-AMA Management House
ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

INTRODUCTION : When a customer buys a product, it may need Installation and they expect quality and economical after sales service too. Most white goods are sold not just for the product quality and price, but largely for the before and after sales service.

Besides, there is a human intervention and therefore, emotions are involved in major and minor way. Customer Delight is the key for success.

In reality, if the service personnel can give delightful service, sales department is hardly needed.

FOR WHOM : • Engineers and Technicians in industries where they interact with customers
• TV/Fridge/ Washing Machine Installation and Service Staff
• Dish / DTH TV, Telephone, Electricity, Gas related product and service providers

METHODOLOGY : Interactive group discussions, lecture, role Plays, Stories, Facilitation Tools, Power Point Presentations, Stories, Examples, Anecdotes, Games and Activities.

CONTENT : • Life Goals – what do you want to achieve – Money, Respect, Power, Thrill
• Fundamental Requirements – Basic Domain Knowledge, Efforts and Direction
• First Impression – Dressing, Grooming, Manners & Etiquette
• Hard Work – are you giving your 100%
• Long Term Inter Personal Relations – Ethics, Integrity, Appreciation & Compliments
• Dealing with Customers - Ego States - Communication – 7 Cs and Body Language
• Destination - Focus on Customer Delight – Doing that extra bit
• The Final Test – Referrals

FACULTY : **Mr. Arun Chitlangia** is a senior trainer with 16 years training and 42 years of business experience. He has trained people from all domains like manufacturing, IT, service and at all levels from Workman to the CEOs. He conducted training at Essar, ACC, ICBI, Geolife, Tata Interactive, J & J and others.

His sessions are interactive, humorous and to the point. Theories and examples are explained in simple language easy to understand and relate.

FEE : Rs.1600/- per participant inclusive of Service Tax. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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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: _____	
Address: _____	

Telephone(s): _____	Mobile: _____
E-mail: <input type="text"/>	