



Objectives:

- To aid participants in developing their skills to deal with global customers by helping them understand:
 - The context of the business culture
 - Expectations of the customer
 - Protocols to be followed when working with customers of that culture

Training Topics:

- Cultural Awareness
 - Understanding some of the salient features of the culture of your clients
 - Working with global cultures
 - Learning about the communication styles of your clients
 - Relating to their lifestyle and work environment
 - The normal work day/week
 - Leisure, sport and entertainment
 - The political and education system
 - Making the first impression
 - Dress code
 - Personal grooming
 - Tone of voice
 - Smiling
 - Greetings and handshakes
 - Body Language and how it is perceived
 - Politeness and courtesy
 - Avoiding gestures that may be misinterpreted
 - The importance of punctuality
- Important components of a dialogue:
 - P – Pitch
 - I – Inflection
 - C – Courtesy
 - T – Tone



- U – Understanding
- R – Rate of speech
- E – Enunciation
- Do's and Don'ts on the telephone
- Taking and leaving messages
- Conference Call Etiquette
 - Ground rules for conference calls
 - Making introductions
 - Punctuality
 - Do's and don'ts on conference calls
 - Using the 'Mute' function

Training Hours:

The total duration of the training program will be 8 hours

Training Methodology:

- PowerPoint will be used to teach concepts and show movie clips (where appropriate).
- Role plays will be used to enable the trainees to look at situations from various perspectives.
- Activities which enhance their understanding of theoretical concepts will be used.
- The training will be centered around experiential learning techniques.

Resources Required:

- MMM Training Solutions will conduct the training.
- Maximum number of participants to a class will be 15.
- The training will be conducted at a venue organized by the client.
- The LCD projector & computer will be provided by the client.
- Handouts will be printed/photocopied by the client.