



# 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)

## 2011 SERVICE RETAILERS OF THE YEAR

15 March 2012



MEMORANDUM TO: Members of the Hong Kong Retail Management Association and Fellow Retailers



SUBJECT: Training Series: Retail Workshops  
培訓系列：零售工作坊



The Association is pleased to offer the workshop on “Managing EQ for Effective Service Delivery” conducted by Ms. Vicky Si, who is a seasoned training professional having many years of training and consultancy experience.



Topic:	“Managing EQ for Effective Service Delivery” 情商難解
Date:	19 April 2012 (Thursday)
Time:	9:30 am – 1:00 pm
Instructor:	Ms. Vicki Si (Hong Kong Productivity Council)
Fee: (HK\$)	Member: \$550 / person Non-member: \$825 / person
<b>Deadline:</b>	<b>12 April 2012</b>

Calvin Klein Jeans



STACCATO

## ENROLLMENT

Enrollment will be made on **first-come-first-served basis**. In case the enrollment is unsuccessful, HKRMA will notify the applicants individually.

## 2011 GREAT PROGRESS AWARD WINNERS

**No cancellations will be accepted after enrollment, but the enrollment can be transferable to other workshops of the same price.**



For any inquiries, please contact Ms. Column Chu or Ms Peggy Ng on 2866-8311.

*If you do not wish to receive information from the sender in the future, please contact Ms. Peggy Ng at 2866 8311.*

*如將來不希望接收本協會的任何資訊，請致電 2866 8311 與吳小姐聯絡。*

## 2011 SERVICE & COURTESY AWARD WINNERS

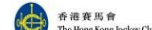
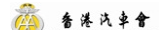


CHEVIGNON

周生生 (Chow Sang Sang)



FURLA



IPSA



STACCATO



TSL | 謝瑞麟



# “Managing EQ for Effective Service Delivery” (情商難解)

Date 日期: 19 April 2012 (Thursday)

Time 時間: 9:30 am – 1:00 pm

## Objectives 目標

- Understand the importance of EQ in pursuing customer service excellence  
了解情緒智商於履行優質顧客服務中扮演的重要性
- Enhance service performance through EQ management  
妥善管理個人情緒以提升服務表現水準
- Know the types and characteristics of “Difficult” customers  
認識難纏顧客的類型和特徵
- Master the techniques to handle difficult customers efficiently and effectively  
掌握面對難纏顧客的有效溝通技巧

## Workshop Outline 課程大綱

1. Relationships of EQ & service excellence 情緒智商與卓越服務的關係
2. Understand 5 frameworks in EQ 情商管理五味架
  - Self recognition 自我認知
  - Emotion management 情緒管理
  - Self-motivation 自我激勵
  - Relationship Management 人際關係
  - Emotion coaching 同理心
3. Types and characteristics of “Difficult” customers 難纏顧客的種類及特質
4. Three Steps for handling difficult situations 情商解難三步曲
5. Enhance EQ for handling difficult situations 提高情商以拆解難局
6. Consultancy experience and case sharing 經驗/實例分享

**Deadline 截止報名**  
**12 April 2012**

Instructor 導師:	Ms. Vicky Si (Hong Kong Productivity Council Consultant) 施培英小姐 (香港生產力促進局)
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 202 室
Fee 費用:	HKRMA Members 會員: HK\$550 Non-HKRMA Members 非會員: HK\$825

**Enrollment is on first-come-first-served. 名額先到先得。**

查詢 Inquiry: 2866-8311

## 惡劣天氣安排

- (1) 八號颱風信號或以上:
  - 全日工作坊 (9:30am-6:00pm) 及上午工作坊 (9:30am-1:00 pm) 安排: 當日上午 7 時或以後仍然懸掛, 工作坊將被取消。
  - 下午工作坊 (2:30pm-6:00pm) 當日下午 1 時或以後仍然懸掛, 工作坊將被取消。
  - 如工作坊被取消, 協會將視乎情況而決定是否另行舉辦, 並保留一切有關決定權。
- (2) 如遇三號颱風信號或以下 或 黑色/ 紅色/ 黃色暴雨警告信號, 則如期舉行。

To: Hong Kong Retail Management Association  
10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong  
Fax: 2866 8380 Tel: 2866 8311 Website: www.hkrma.org

## **“RETAIL WORKSHOPS” ENROLLMENT FORM**

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

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

**“Managing EQ for Effective Service Delivery” 情商難解 (19-4-2012)**

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

Name of Participant (Mr./Ms.)	Position of Participant	Contact Tel.	Email
1.			
2.			
3			
4			
5			
6			

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

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

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

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

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

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

\_\_\_\_\_