



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

2011 SERVICE RETAILERS OF THE YEAR



2011 GREAT PROGRESS AWARD WINNERS



2011 SERVICE & COURTESY AWARD WINNERS



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

SUBJECT: Training Series: Retail Workshops (November 2012)
培訓系列：零售工作坊（2012年11月）

The Association is pleased to offer the following workshops conducted by Mr. Thomas Chow and Ms. Vicky Si who are seasoned training professional have many years of training and consultancy experience.

Topic:	Techniques in Handling Customer Complaints 處理顧客投訴技巧	Inspiring and Motivating a Team of Post 60s to 90s 推動零售新人類
Date:	13 Nov 2012 (Tuesday)	28 Nov 2012 (Wednesday)
Time:	9:30 am – 5:30 pm	9:30 am – 1:00 pm
Instructor:	Mr. Thomas Chow	Ms. Vicki Si (Hong Kong Productivity Council)
Fee: (HK\$)	Member: \$1,350/ person Non-member: \$2,025/ person	Member: \$550 / person Non-member: \$825/ person
Deadline:	2 November 2012	2 November 2012

ENROLLMENT

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

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。



Techniques in Handling Customer Complaints (處理顧客投訴技巧)

Date 日期: 13 November 2012 (Tuesday)

Time 時間: 9:30 am – 5:30 pm

Objectives 目標

1. Analyse the cause of customer dissatisfaction
分析顧客不滿的原因
2. Identify the behaviours of irritated customers
了解顧客感到不滿的行為
3. Apply behavioural science techniques in handling customers' complaints
引用行為科學技巧來處理顧客的投訴
4. Increase self confidence in handling difficult customer-contact situations
加強自我信心來處理較難溝通的顧客的情況

Workshop Outline 課程大綱

1. Requirements for handling complaints 處理投訴的要求:
 - (a) Positive attitude 正面的態度
 - (b) Polished skills 洗練的技巧
 - (c) Progressive knowledge 日益增長的知識
2. Application of behavioral science in customer service 應用行為科學於顧客服務上
 - (a) Identifying customer behaviours 分析顧客的行為
 - (b) Charting communication exchange 人際交流的分析
 - (c) Developing positive relations 正面關係的發展
3. Cause of customer dissatisfaction 顧客不滿的原因
 - (a) Behaviours of irritated customers 顧客不滿的行為
 - (b) Dialogue used in complaints 顧客投訴的話說
4. Techniques of handling complaints - creative approach 處理投訴的技巧 - 積極態度
5. Practical demonstration and group discussion 實用示範及小組討論

Deadline 截止報名
2 November 2012

Instructor 導師:	Mr. Thomas Chow 周偉堂先生
Target participants 課程對象:	Retail Shop Managers, Area Managers & Training Managers 零售店舖經理、區域經理、培訓主任及經理
Venue 地點:	Rm. 302, 3/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 3 樓 302 室
Fee 費用:	HKRMA Members 會員: HK\$1,350 Non-HKRMA Members 非會員: HK\$2,250

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

查詢 Inquiry: 2866-8311

Inspiring and Motivating a Team of Post 60s to 90s (推動零售新人類)

Date 日期: 28 November 2012 (Wednesday)

Time 時間: 9:30 am – 1:00 pm

Objectives 目標

- Understand the importance of EQ in pursuing team excellence
- Enhance service performance through EQ management
- Understand the characteristics of post 60s to 90s staff
- Understand the key motivators of different type of staff
- Understand the managing tools and techniques to manage different type of staff
- Raise co-operation and team spirit at the workplace

Deadline 截止報名
2 November 2012

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. Overview of EQ Management 情商管理概略
3. The unique characteristics and personalities of post 60s to 90s staff
了解不同年代員工之心態與特質
4. Techniques in motivating and engaging post 60s to 90s staff 推動零售業60後至90後之員工
5. Utilize the M.O.N.E.Y approach to motivate your staff to work at peak performance level
利用「M.O.N.E.Y」建立高效服務團隊
6. Consultancy experience and case sharing 經驗 / 實例分享

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 零售店舖經理、區域經理、培訓主任及經理
Venue 地點:	Rm. 301, 3F., 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 3 樓 301 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

www.hkrma.org/workshop

PROFILE OF INSTRUCTOR 導師簡介

Mr. Thomas Chow 周偉堂先生

Mr. Thomas Chow has more than 35 years of training and consultancy experience in the retail, tourism, travel and hotel industries, etc. With an academic teaching and commercial training background, Thomas has embarked on a variety of research and training projects in the Asia Pacific region. He had been working closely with BMW Concessionaires, Thai International Airlines, etc.

周偉堂先生在航空、旅遊、酒店、傳媒廣播、汽車銷售及零售業中擔當培訓導師及顧問超過35年，擁有教學及商業培訓的經驗。周先生在亞太區推動了不少研究及培訓計劃，近年的合作伙伴包括寶馬汽車、泰國國際航空公司、亞洲生產力促進協會及菲濟群島國家培訓局。

Ms. Vicky Si 施培英小姐 (MA, BBA, MIHRM, MITP)

Vicky is the Consultant of the Business Management Division of the Hong Kong Productivity Council (HKPC). Ms. Si possesses over 12 years experience in service improvement, competency development, people development and training. She has solid experience in developing and managing all aspects of the training and development initiatives for companies in private and public sectors. She specializes in identifying training needs as well as developing and delivering training programs across the areas of customer service excellence, communication, change management, events management, presentation skills, motivation and coaching, leadership and team building, EQ and stress management.

Apart from her T & D expertise, Vicky has been the lead consultant of the Quality Tourism Services (QTS) Scheme, responsible for the technical and quality aspects of the scheme. She is currently leading a team of staff to conduct merchant recruitment activities of the QTS scheme. She is also working on projects associated with scheme development and service assessment.

Vicky possesses a Master of Arts in Training and Human Resources Development and a Bachelor in Business Administration. She is a member of the Institute of Human Resources Management (IHRM) and Institute of Training Professionals (ITP).

施小姐現任香港生產力促進局顧問。施小姐持有培訓及人力資源發展碩士及工商管理學士，現為香港人力資源管理學會及培訓專業學會會員，擁有十多年之培訓經驗，教授之課程包括顧客服務、管理技巧、溝通技巧、企業統籌活動及團隊建立。施小姐曾任職酒店服務業，負責前線服務管理工作；她除為工商機構設計及教授培訓課程外，亦積極參與服務流程改善、監察及評估服務質素等顧問項目。

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: _____

- “Techniques in Handling Customer Complaints” 處理顧客投訴技巧 (13-11-2012)
 “Inspiring and Motivating a Team of Post 60s to 90s” 推動零售新人類 (28-11-2012)

Part II: Participation List

Deadline 截止報名: 2 November 2012

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

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: _____

Title: _____

Company Chop: _____

Date: _____

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

Name (Mr./Ms.): _____ Address: _____
