



DATE : 25 Jan 2013  
MEMORANDUM TO : Members of the Hong Kong Retail Management Association and Fellow Retailers  
SUBJECT : **Training Series: Retail Workshops (Feb to Jun 2013)**  
培訓系列：零售工作坊 (2013年2月至6月)

The Association is pleased to offer the following workshops conducted by seasoned training professionals who have many years of training and consultancy experience. All workshops will be enrolled on **first-come-first-served** basis, act now to secure your seat!

- (A) **Reengineering the Service Processes 重整服務流程工作坊 (27-Feb-2013)**
- (B) **Service Mindset Twist - How to Handle Challenging Situations in Customer Service at Ease (26-Mar-2013)**
- (C) **How To Develop High Performance Team 如何建立優秀團隊 (11-Apr-2013)**
- (D) **Managing EQ for Retaining & Motivating a Team of Post 60s - Post 90s  
情商解難 - 管理新世代團隊 (14-May-2013)**
- (E) **Effective DiSC Selling Techniques in Retailing 零售業 DiSC 高效銷售技巧 (5-Jun-2013)**

#### **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 under-subscription, HKRMA reserves the rights to cancel the workshop or make alternations without prior notice.
- If you do not wish to receive information from the sender in the future, please contact Ms. Peggy Ng at 2866 8311.

#### **Typhoon & Black Rainstorm Arrangement**

- If Typhoon Signal No. 8 or above is hoisted :
  - on or after 7:00 am, full day workshop (9:30am-6:00pm) and workshop in the morning session (9:30am-1:00pm) will be cancelled.
  - on or after 1:00 pm, workshop in the afternoon session (2:30pm-6:00pm) will be cancelled.
- If Typhoon Signal No. 3 or below is hoisted, Black / Red / Yellow Rainstorm Warning is in force, all workshops will be conducted on schedule.

**Enquiry: Ms. Anita Lim (2179 9409) or Ms. Peggy Ng (2866 8311)**

*If you do not wish to receive information from the sender in the future, please inform us in written.*

To 致: Hong Kong Retail Management Association 香港零售管理協會  
10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay  
銅鑼灣禮頓道 33-35 號第一商業大廈 10 樓  
Fax 傳真: 2866-8380 Tel 電話: 2866-8311

Enrollment will be made on a  
first-come-first-served basis  
名額先到先得

## 2013 Retail Workshops Enrolment Form

- (A) Reengineering the Service Processes 重整服務流程工作坊 (27-Feb-2013)  
(B) Service Mindset Twist - How to Handle Challenging Situations in Customer Service at Ease (26-Mar-2013)  
(C) How To Develop High Performance Team 如何建立優秀團隊 (11-Apr-2013)  
(D) Managing EQ for Retaining & Motivating a Team of Post 60s - Post 90s 情商解難-管理新世代團隊 (14-May-2013)  
(E) Effective DiSC Selling Techniques in Retailing 零售業 DiSC 高效銷售技巧 (5-Jun-2013)

### **Company Information** 公司資料

Company : \_\_\_\_\_  
公司名稱 \_\_\_\_\_  
Contact Person (Mr./Ms.) : \_\_\_\_\_ Position : \_\_\_\_\_  
聯絡人 (先生/女士) \_\_\_\_\_ 職位 \_\_\_\_\_  
Tel : \_\_\_\_\_ Fax : \_\_\_\_\_  
電話 \_\_\_\_\_ 傳真 \_\_\_\_\_  
Email : \_\_\_\_\_  
電郵地址 \_\_\_\_\_

The following person(s) will attend the captioned workshop 出席者如下:

<u>Name</u> 姓名	<u>Position</u> 職位	<u>E-mail</u> 電郵	<u>Workshop*</u> 工作坊*
(Mr.先生/ Ms.女士)* _____	_____	_____	A / B / C / D / E
(Mr.先生/ Ms.女士)* _____	_____	_____	A / B / C / D / E
(Mr.先生/ Ms.女士)* _____	_____	_____	A / B / C / D / E

\* Please delete whichever inappropriate \*請刪去不適用者

### **Payment Method** 付款方法

**Cheque Payment 支票** (抬頭「香港零售管理協會」或「Hong Kong Retail Management Association Ltd」)  
Enclosed is a cheque for 現付上支票 HK\$ \_\_\_\_\_ for the workshop.

**American Express (AE) Card Payment (all information MUST be completed):**

Card Member Name: \_\_\_\_\_ Card Number: \_\_\_\_\_

Card Expiry Date: \_\_\_\_\_ Amount Due: HK\$ \_\_\_\_\_

Card Member Signature: \_\_\_\_\_

If a receipt is required, please complete the section below. 如需收據, 請填妥以下資料

Name 姓名: \_\_\_\_\_

Address 地址: \_\_\_\_\_



## Reengineering the Service Processes 重整服務流程工作坊

27 Feb 2013 (Wed) | 9:30am – 5:00pm

**Deadline**  
**截止日期**  
**16/2/2013**

### Objectives

Under the challenges of tight manpower resources and cost controlling, how can we achieve excellent service standards? Through the workshop, the participants should be able to grasp the practical knowledge and techniques to review and reengineer customer service processes. It is easy and effective for maintaining optimal customer service with lower cost and manpower level.



### Workshop Outline

1. Sustainability of excellent service
2. Impact on manpower & costing
3. Stress of providing excellent service
4. Review the KPIs of service
5. Mapping of touch points in service
6. Reengineering the touch points
7. Rebuild the framework of excellent service
8. Strategy of making change happens

<b>Instructor:</b>	<b>Mr. Paul Ma (KAR Consultants Ltd)</b>
<b>Target Participant:</b>	<b>Retail Shop Managers, Area Managers &amp; Training Managers</b>
<b>Venue:</b>	<b>Rm 302, First Commercial Building, 33-35 Leighton Road, Causeway Bay</b>
<b>Fee:</b>	<b>Member: \$1,350 / person   Non-member: \$2,400 / person</b>

**Enrollment will be made on a first-come-first-served basis 名額先到先得**

Enquiry: 2866-8311 / [peggy.ng@hkrma.org](mailto:peggy.ng@hkrma.org)



## Service Mindset Twist

### How to Handle Challenging Situations in Customer Service at Ease

26 Mar 2013 (Tue) | 9:30am – 5:00pm

**Deadline**  
**截止日期**  
**15/3/2013**

#### Objectives

This 1-day interactive workshop aims for cultivating effective mindset of service professionals to perceive their professional role and relationship with their customers. The workshop facilitates frontline staff to handle customer complaints skillfully and confidently that helps resolve the customer relationship in critical situations.

Upon completion of the workshop, the participants will be able to:

- recognize the essence of excellent customer service
- identify customers' needs
- master techniques of communicating with different types of customers
- handle challenging customer service scenarios tactfully

#### Workshop Outline

1. Strengthening customer service culture
2. Understanding customers' needs and expectation
3. Building authentic customer relationship
4. Communication techniques in customer service
5. Dealing with disagreement and challenging scenarios in customer service

#### Workshop Format

Interactive and experiential learning activities (including learning games, group discussions, sharing & role plays/ demonstrations), mini-lectures and training video



<b>Instructor:</b>	<b>Ms. Dorothy Tsui (Mind Resources Ltd)</b>
<b>Target Participant:</b>	<b>Retail Frontline Staff, Shop Managers, &amp; Training Officers/ Managers</b>
<b>Venue:</b>	<b>Rm 302, First Commercial Building, 33-35 Leighton Road, Causeway Bay</b>
<b>Fee:</b>	<b>Member: \$1,350 / person   Non-member: \$2,400 / person</b>

**Enrollment will be made on a first-come-first-served basis 名額先到先得**

Enquiry: 2866-8311 / [peggy.ng@hkrma.org](mailto:peggy.ng@hkrma.org)



## How To Develop High Performance Team 如何建立優秀團隊

11 Apr 2013 (Thur) | 9:30am – 5:00pm

**Deadline**  
**截止日期**  
**28/3/2013**



### 目的

建立高效能的合作團隊有助企業的成功，而凝聚公司員工的力量是建立高效能團隊的重要因素。

完成此工作坊，報讀人仕將可：

1. 認識經理在高效能團隊所扮演之重要角色。
2. 獲得建立及領導團隊之概念。
3. 在協調和執行工作上，練習有效團隊的溝通技巧。
4. 發展有效的團隊技巧來滿足顧客的要求。

### 工作坊內容

1. 工作坊的目的及內容
2. 經理在建立高效能團隊所扮演之重要角色
3. 有效領導及建立團隊的要求
  - (a) 團隊領袖 / 團員的期望
  - (b) 組織和發展有效能的團隊
4. 成效管理 - 項目管理
  - (a) 管理過程
  - (b) 作業聯絡人的經理
5. 遊戲項目評估管理



<b>Instructor:</b>	<b>Mr. Thomas Chow</b>
<b>Target Participant:</b>	<b>Retail Shop Managers, Area Managers &amp; Training Managers</b>
<b>Venue:</b>	<b>顯達鄉村俱樂部 - 荃灣老圍顯達路10號</b> [免費穿梭巴士至荃灣港鐵站]
<b>Fee:</b>	<b>Member: \$1,600 / person   Non-member: \$2,800 / person</b>

**Enrollment will be made on a first-come-first-served basis 名額先到先得**

Enquiry: 2866-8311 / [peggy.ng@hkma.org](mailto:peggy.ng@hkma.org)

## Managing EQ for engaging and motivating a team of Post 60s to Post 90s 情商解難 - 管理新世代團隊

14 May 2013 (Tue) | 9:30am – 1:00pm

**Deadline**  
**截止日期**  
**3/5/2013**

### Objectives

At the end of this workshop, participants should be able to:

- understand the importance of EQ in managing a team of Post 60s to Post 90s
- understand the characteristics of post 60s to 90s staff
- understand the key motivators of different type of staff
- master the techniques to handle difficult staff efficiently and effectively
- raise co-operation and team spirit at the workplace

### Workshop Outline



- Overview of EQ
- Self recognition
- Emotion management
- Self-motivation
- Relationship Management
- Emotion coaching
- Relationships of EQ & managing new generations
- Types and characteristics of post 60s to Post 90s staff
- Tactics for communicating with Post 60s to Post 90s staff
- Enhance EQ for handling difficult situations
- Consultancy experience and case sharing

<b>Instructor:</b>	<b>Ms. Vicky Si (Hong Kong Productivity Council)</b>
<b>Target Participant:</b>	<b>Retail Shop Managers, Area Managers &amp; Training Managers</b>
<b>Venue:</b>	<b>Rm 302, First Commercial Building, 33-35 Leighton Road, Causeway Bay</b>
<b>Fee:</b>	<b>Member: \$550 / person   Non-member: \$950 / person</b>

**Enrollment will be made on a first-come-first-served basis 名額先到先得**

Enquiry: 2866-8311 / [peggy.ng@hkrma.org](mailto:peggy.ng@hkrma.org)



# Effective DiSC Selling Techniques in Retailing 零售業 DiSC 高效銷售技巧

5 Jun 2013 (Wed) | 2:30am – 6:00pm

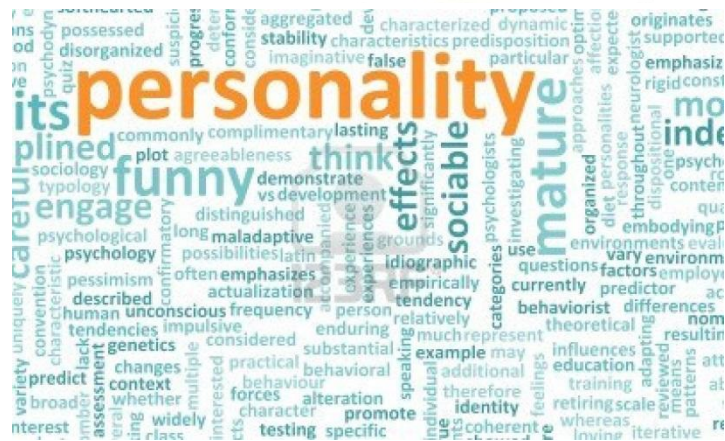


## 目的

DiSC 性格系統在顧客服務與組織人才運用時，都能提供絕佳的幫忙。DiSC 能協助管理人在客戶服務、業務拓展、人力遷選、職涯發展及團隊建立上都具有很大的功能及幫助。

完成此工作坊，報讀人仕將可：

- ◇ 了解 DiSC 之概念
- ◇ 認識 DiSC 之性格分類
- ◇ 利用 DiSC 進行類別分析
- ◇ 認識 DiSC 在不同功能之運用



## 工作坊內容

- ◇ DiSC 之功能概念
- ◇ DiSC 之性格分類
- ◇ DiSC 類別分析
- ◇ DiSC 之運用條件
- ◇ DiSC 之優缺點對

<b>Instructor:</b>	<b>Mr. Paul Ma (KAR Consultants Ltd)</b>
<b>Target Participant:</b>	<b>Retail Shop Managers, Area Managers &amp; Training Managers</b>
<b>Venue:</b>	<b>Rm 302, First Commercial Building, 33-35 Leighton Road, Causeway Bay</b>
<b>Fee:</b>	<b>Member: \$550 / person   Non-member: \$950 / person</b>

**Enrollment will be made on a first-come-first-served basis 名額先到先得**

Enquiry: 2866-8311 / [peggy.ng@hkma.org](mailto:peggy.ng@hkma.org)