

# Report on Training Program "EFFECTIVE COMMUNICATION"

15 November, 2007 (Thursday) – One full day training

As promised, PCAM is proud to continue to introduce  
The 2nd soft skill course for our members and friends entitled "EFFECTIVE COMMUNICATION".  
The 1st soft skill course entitled "EFFECTIVE CUSTOMER care & service skills" was conducted on 30 Nov 2006.

This course aims to equip members' staff with soft skills techniques that will assist participants to learn the art of communicating which is so vital in expressing one's thought clearly & concisely to people, especially the customers. If you are to speak well, you have a better edge. As the saying goes  
"Half the battle is won when you can convince others through effective communication skills".

## PROGRAM OBJECTIVE

- How to get your staff to communicate effectively to your customers & others
- Effective communication can enhance company's value and advance staff career

## PROGRAM TOPICS

- Defining Effective Communication
- Reasons to learn Communication skills
- Principles & Practice of Effective Communication & Public Speaking
- Communication Skills for Excellent Customer Service
- Fundamental techniques for handling People in different life situations
- Turning complaints into Opportunities
- Tools for dealing with Difficult People
- Public Relations- Cause Marketing
- Presentation and demonstration methods
- De-stress Options you can use Right Now!
- Practical Case Studies



Trainer Joseph started a ice-breaking session



4 Beauties - Dreaming or Meditating?



Trainer Joseph sharing the art of communication skills



Group photo : "Effective Communication"  
15th November 2007 (Thursday)



Jane Ng of Rentokil received her certificate fr. VP. Project Mr. Jonny Doo



Participants enjoying the workshop sessions

## PROGRAM EXPERTISE

Mr Joseph Miranda, Dip. In Mktg.(UK)OSHA,Aust.  
He is currently a Mentor, Consultant and Corporate Facilitator for many commercial houses and has a passion for Entrepreneurial Development. He has over 15 years of tutoring and training experiences with bi-linguistic skills in these areas of training development.

## WHO SHOULD BENEFIT

1. All staff dealing with customers
2. Front-line customer service staff
3. Telesales, receptionist and operators
4. Marketing and Sales Staff, marketeers
5. Staff handling customers like technicians, drivers, junior staff etc.
6. The company- all levels

Education & Training Centre, PCAM



## For more training:

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