

## FIRST IMPRESSIONS - SERIES OF THREE PROGRAMS

You never get a second chance at a first impression, therefore it is important that you closely scrutinise the image you are projecting to the general public. This series of three programs deals with first impressions at both a personal and corporate level.



These programs can be purchased individually or as a set of 3.

### 1. Body Language

This program delivers a powerful exposition on the importance of understanding our body language in order to avoid conflict between what our total appearance says to others and what their ears hear from our lips. It signals quite clearly what we can do about improving our efforts to get the right message across - and what we cannot do. The practical guidance and insights are nicely tempered with plain boundary signs. It's an effective aid to anyone who wishes to improve self awareness, which, after all, is where influencing others starts. **DVD 16 mins.**



### 2. Verbal Communication

Program 2 develops the message of its forerunner with similar energy and craft, looking this time at self- presentation: 'How to make a lasting first impression.' It is comprehensive with many practical, useful things to say about improving the way we put ourselves over and how we can eliminate our anxieties. It does not avoid highlighting the pitfalls and citing the downside. Nor does it fail to entertain. **DVD 20 mins.**



### 3. Corporate Identity

Corporate Identity illustrates a company's characteristics by the consistent presentation of all the company's equipment, services and building. In other words the way it looks to the public eye. Personality is communicated through a companies corporate identity and their behaviour. The most important thing is knowing what the personality of the company is ie. What it believes in, what it is doing and how it operates. It then can decide on the right identity to adopt so that the public receives the right first impression. **DVD 20 mins.**



### Call Effectiveness & Angry Customers

The good news about receiving a call from any angry customer is that it provides an opportunity to rectify the situation. The angry customers you don't hear from are probably gone for good. This program shows you how to deal with angry customers and increase the effectiveness of your call. Here are just some of the points covered: Managing customer dissatisfaction, Taking control of the call, Always use the customers name, Have comprehensive product knowledge, Aim and fulfilment of customers needs **DVD 21.5 mins with facilitators guide.**



### Telephone Skills & You

In everyday life we conduct business on the telephone, sometimes it is the first contact the customer makes with your company. It is very easy to fall into some bad telephone habits. In this humorous training program we show you the RIGHT way to give excellent customer service over the telephone. Here are a few of the areas covered: Answering the telephone promptly, Treating the customer as you would want to be treated, Body language over the phone, Transferring calls, Message taking, Placing calls on hold, Going that extra mile to help the customer **DVD 19.5 mins with facilitators guide.**



### The Fall & Rise Of The Acme Corporation

This program traces the fall and rise of a fictitious company - The Acme Corporation. We take a tongue in cheek look at the various telephone techniques we should apply in Customer Service Call Centres. Here are some of the tips shown in the film: Preparation, Establishing who is the decision maker, Getting past the 'gatekeeper', Setting objectives for each call, Keeping clients focused, Handling call rejection, Focus on solutions, not just products **DVD 19.5 mins with facilitators guide.**