

**PROGRAMME CONTINUES...**

10.00 – 1030	Refreshment and Networking Break
10.30 – 12.30	<ul style="list-style-type: none"> <li>Beyond Selling: using the Relationship TRUST Model to Assess a Relationship Strategically</li> </ul>
12.30 – 13.30	Lunch
13.30 – 15.00	A Relationship Plan for Adding Value
15.00 – 15.30	Refreshment and Networking Break
15.30 – 17.00	<ul style="list-style-type: none"> <li>Emotional Characteristics of a Good Relationship. CLEAR© Relationship Skills and Influencing Behaviours.</li> <li>Influencing your Relationship Support Team.</li> </ul>
<b>Day 3</b>	
08.30 -11.00	<ul style="list-style-type: none"> <li>Recap of Course Program: Moments of Truth &amp; 3-Step Customer Interaction.</li> <li>CLEAR © Skills Quiz – (Compassion; Listening; Empathy; Assurance; Respect). Where should you focus?</li> <li>Madiba Leadership Style and CLEAR© Stories – introduction and background videos &amp; discussion</li> </ul>
11.00 – 11.30	Refreshment and Networking Break
11.30 – 12.30	<ul style="list-style-type: none"> <li>Madiba COMPASSION Story – review, analysis &amp; discussion.</li> <li>Madiba LISTENING Story &amp; EMPATHY Story – review, analysis &amp; discussion</li> <li>Madiba ASSURANCE Story &amp; RESPECT Story – review, analysis &amp; discussion</li> </ul>
12.30 – 13.30	Lunch
13.30 -15.30	<ul style="list-style-type: none"> <li>Summing up &amp; Practise - When and how to use each tool: 3-Step Service; CLEAR Skills and Questioning Techniques.</li> </ul>
<b>Closure</b>	



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# Customer Relations



7th - 9th March 2016

Avani Lesotho Hotel

Maseru

**Lesotho**

## BACKGROUND

Organisations are often confronted with the challenge of ensuring a mutually beneficial relationship with their customers, especially as the customers become more sophisticated and knowledgeable, and competition in their sector intensifies. Financial Institutions, and Development Finance Institutions in particular have to meet complex and technical demands of their client, and the entry of non-traditional competitors in their markets, while at the same time meeting the needs of their various other stakeholders. This course aims at developing the skills levels at the frontline of the organisations where it meets and cultivates a relationship with the customer.

## OBJECTIVES

The objective of the programme is to upgrade the skills of frontline officers and managers in dealing with clients, and building a strong and mutually beneficial relationship with clients of their organisations. In addition to training them in customer interaction skills, part of the purpose of this program is to build awareness of the importance of handling their clients in a sensitive

manner. Strategically, this is also becoming a necessity because in some cases, commercial financial institutions are now entering traditional development finance markets as competitors that can be expected to approach their clients in a more customer-focused manner.

## TARGET GROUP

The programme is aimed at staff who deal with customers/borrowers/clients as customer relations officers, lending officers, portfolio officers, etc., at graduate level.

## FACILITATORS

The Facilitator for the programme is **Mr. Sid Cohn** of Service-Mix and University of Witwatersrand Business School (WBS) in South Africa. He is an accomplished presenter and lecturer, having also won the distinguished Lecturer Award in WBS.

## PROGRAMME

<b>Day 1</b>	
08.00 – 10.00	<b>Inaugural Session</b> <ul style="list-style-type: none"> <li>• Registration</li> <li>• Welcome Remarks</li> <li>• Programme Overview</li> <li>• Introductions of Participants</li> <li>• Photo session - Group picture</li> </ul>
10.00 – 10.30	Refreshment and Networking Break
10.30 -11.30	<ul style="list-style-type: none"> <li>• Workshop Expectations.</li> <li>• Motivating Service Strategically:</li> <li>• Different Benefits of Service to Three Sets of Stakeholders.</li> </ul>
11.30 -12.30	Service Recovery: <ul style="list-style-type: none"> <li>• The Challenge, the Opportunity &amp; the Outcomes. How to handle Service Recovery Strategically – the Toolset.</li> </ul>
12.30 – 13.30	Lunch
13.30 – 15.00	A Service Strategy: <ul style="list-style-type: none"> <li>• Competing with Service. From Simply Reliable to Truly Great – Adding Value through Service.</li> <li>• Objectives of your Service Strategy – the Toolset.</li> </ul> Service Delivery and the Moments of Truth: <ul style="list-style-type: none"> <li>• Managing Customer Interactions and Internal Support to deliver Service Value</li> </ul>
15.00 – 15.30	Refreshment and Networking Break
15.30 - 17.00	Customer Value Drivers: <ul style="list-style-type: none"> <li>• The Service Experience Wheel and the HEART of Service for Customers of DFRC Institutions – the toolset</li> <li>• Showcasing Service Value to Customers – the Toolset</li> </ul>
<b>Day 2</b>	
08.30 – 10.00	Recap of Day One Content and Key Points for Delegates. <ul style="list-style-type: none"> <li>• The CLEAR© Model for Interacting with Customers with Assurance and Empathy.</li> <li>• Long-term Benefits of Relationships.</li> <li>• Differentiating your Service through effective Customer Relationships.</li> </ul>