



QUANTITATIVE MEASURES For Selling

Course Introduction:

Individuals and groups charged with decision making responsibilities rely increasingly on quantitative information regarding the nature and interaction of key decision variables. A marketing decision, such as whether or not launch a new product at certain prices and via specific channels, hinges in large part on (1) objective data regarding past experience on similar or parallel items, and (2) personalistic and probabilistic evaluations of future trends, likely competitive counter actions and anticipated customer response. In order to logically combine and integrate the relevant data sources, a good management information system must translate qualitative factors (representing opinion, judgment and estimations) into quantitative terms.

Course Objectives:

By the end of the course delegates will be able to:

- Define the FISH Philosophy and its major principles
- Describe the four steps that support the FISH Philosophy
- Identify and discuss the attitudes needed by staff to favorably impact your organization's customer service culture
- Understand that it is not about the job you perform, but about how you perform it
- Determine ways to be more attentive to customers
- Plan how to live the FISH Philosophy and make it stick in the workplace meeting your personal and organizational needs.
- Make a difference in the workplace
- Be energetic, passionate and have fun at work
- Achieve their best ever professional results by adopting the correct mentality

Who Should Attend?

Experienced Marketing, sales, and customer care professionals interested in further increasing their marketing and sales skill levels.

Course Outline:

- Review of your current customer service approach as an individual and within your organization
- Background to the FISH Philosophy
- Video - FISH
- The four principles of FISH: play, be there, choose your attitude, and make their day.

- Practical exercises on how to apply the FISH Philosophy into your organization
- Case study review of companies who have successfully applied the FISH Philosophy, completely turning around their customer service experience
- FISH Sticks - how to maintain the FISH culture
- Action planning

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks

10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

