



MARKETING
INSTITUTE OF
SINGAPORE

MARKETING

Acquiring & Retaining Customers through Service Marketing

Why You Should Attend This Course:

Findings show that services impact customers more directly than products do. The dissatisfaction experiences from some aspects of customer services are the reasons for customers to switch their service providers. To remain service-centric, organisations need to understand the nature and unique characteristics of services when managing service quality, productivity and personnel. Organisations have to carefully audit their service marketing systems and strategies to ensure services encounters are exceeding the expectations of the customers. They have to integrate the services resources, environments and capabilities to create the positioning of best services for customer experiences.

This course equips participants with the concept and application of services marketing for achieving excellent customer experiences through managing and exceeding customer expectations from the perspective of product, process, people, place, technology and customer service standards.

Learning Outcome:

- Recognise services beyond product marketing for competitive advantage
- Identify the unique characteristics of services for differentiated marketing effort
- Build customer relationship and retention through service marketing mix
- Foster a "team approach" service-oriented mindset through service marketing triangle to develop, promote and deliver services
- Manage customer expected level of services on specific service dimensions
- Develop characteristics of quality services personnel for customer experiences
- Adopt customer services standards and create the services brand
- Implement profitable service marketing strategies for revenue stream

Course Outline:

Understanding service marketing vs. product marketing

- Difference between service and product marketing
- Unique characteristics of service marketing
- Service marketing mix beyond the traditional marketing mix

Delivery of service marketing from the customers' perspective

- Developing team's mindset on the importance of excellent product, delivery and services from the views of customers
- Developing the attributes of first-rated quality customer services personnel
- Adopting service marketing triangle for total marketing efforts
- Applying elements of service quality when creating "moments of truth" beyond customers satisfaction

Implementing profitable service marketing strategies for building customer relationship

- Understanding service-profit chain, customer lifetime value and capturing value
- Managing customer relationship through services standard, complaint management, and services recovery
- Reviewing and enhancing existing customer services processes and system

Who Can Benefit?

For everyone in customer-focused organisation to take their business service to a higher level.

Trainer's Profile:

Cecilia Sim is highly enthusiastic and motivated in facilitating participants to uncover and develop their personal and professional potentials. She includes gap analysis training methodology and walks the participants through self-discovery process to review past and existing workplace experiences, highlight necessary changes and revitalise next action steps for personal development and better results.

Cecilia is a bilingual facilitator who conducts programs according to learners and organisational background, needs and requirements. She has strong people skills and cross-border experiences to work with participants across different industries and cultures in the region. Her 20 years of extensive industry experiences came from her previous roles as Trainer/Facilitator, Sales Consultant, Assistant Director, and General Managers in various industries ranging from information technology, education, membership and management consulting. Her past corporate sales and marketing experiences include sales support for information systems, promotion of high profile memberships for MNC, SMEs and startup in many fields. She was responsible for portfolio repositioning, change management, sales results and performance of her team and organisation in her previous positions.

Her key competencies include corporate training, course development, and management consultancy services in the areas of sales and marketing, communication, customer services, supervisory management and mentoring.

She holds a Master of Business Administration from University of Adelaide, Australia, Bachelor of Business Administration (Honor, major in Management Information System) from Northeastern University, Boston, USA. She also holds an Advanced Certificate in Training and Assessment (ACTA), WSQ. She is also a certified trainer for Service Professional (CSP) and GEMS.

Date:

21–22 Feb 2012
15–16 May 2012

Course Fees:

S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Acquiring & Retaining Customers through Service Marketing

21–22 Feb 2012 15–16 May 2012 (9.00am to 5.00pm)

S\$680 (subject to 7% GST)

Includes lunch & refreshments

*Approved for SDF funding

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg
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