

# Creating Magical Moments with Positive Phrases

**Course Code:** ASKCMM

**Course synopsis:** In our daily interactions with families, friends, colleagues and members of the public, all of us would certainly have experienced being the unfortunate recipients of unpleasant verbal replies at home, at work or when we are out and about engaging in our leisurely pursuits. Just like how a smile can light up someone's day, communicating unpleasant information in a more palatable manner can transform dreary verbal exchanges into magical moments of renewed hope that are infused with positivity. In this course, participants are encouraged to share with fellow participants the common phrases that they use in their daily lives and discuss as a class if these phrases are negative, positive or neutral in nature. Participants will then be taught how to make adjustments to these phrases with added emphasis on what not to say, to be more customer friendly not only to customers in sales situations, but also to apply these tips to communicate more empathically with fellow colleagues at work and their loved ones at home, so as to greatly improve their interpersonal relationships with everyone whom they interact with, even in challenging situations. At the end of the course, participants will be able to identify solutions to their own unique customer situations to enrich and enliven their conversations with various stakeholders for more positive communication experiences.

**Course Objectives:** By the end of this course, you will be able to apply the knowledge and techniques learnt to: -

- Recognise the differences between negative phrases, positive phrases and neutral phrases in customer situations
- Apply a list of customer friendly phrases for their daily customer interactions including challenging situations
- Analyse the common service phrases they use
- Identify what not to say in difficult situations
- Apply effective customer friendly phrases during the hands-on applications on case studies provided
- Provide solutions to their own unique customer situations with customer friendly phrases



**Course Outline:**

- Customer Friendly Phrases versus Negative Phrases
  - Did you “Say it Right”? A personal assessment of what you say. How do you rate?
  - Three Vs of Communication
  - Why the need for Customer Friendly Phrases?
  - The Power of Customer Friendly Phrases in handling customer situations
  - Tragic Words and Phrases: What not to say to customers
  - “Turn off” language
  - Forbidden phrases & Unhelpful words
  - Ten things a service staff should never say
  
- Handling Customer Interactions with Customer Friendly Phrases
  - Eight ways to say “No” Positively
  - “Magic words” your customers want to hear
  - Creating positive customer perceptions
  - Diagnosis of common phrases used in face-to-face customer interactions
  - Diagnosis of common phrases used over the phone for customer interactions
  - What to say when the customer becomes verbally / physically abusive
  - How to be Customer Friendly? Helpful phrases to use...
  - Handling some common customer situations

**Course Duration:** 1 day (8 hours), 9:00am - 5:00pm

**Course Fee:** \$513.60 (Inc. GST) per participant

**Course Date:** Refer to Training Calendar <http://asktraining.com.sg/calendar>



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