



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
COMMUNICATION AND MARKETING PRESENTATION SKILLS

(12th – 16th November 2018 - IAA Arusha Campus, Arusha)

1.0 Course Background

The provision of consistent and effective customer care is essential to the reputation and growth of any business. It enables service industry to provide and raise awareness of services in their business and assist them in providing outstanding service to their customers. A reputation for excellent customer service performance will help organizations to attract and retain customers by differentiating them from their competitors. Taking these into account The INSTITUTE OF ACCOUNTANCY ARUSHA will conduct training on **COMMUNICATION AND MARKETING PRESENTATION SKILLS** from **Monday 12th to Friday 16th, November 2018**. This course aims at developing an in-depth appreciation of customer service and it provides a venue to examine customer needs. It also equips participants with techniques to effectively handle difficult customer situations, and improve communication within the service industry

2.0 Course Overview

What is a good customer service? How can it go from good to great? What are the pitfalls that many staff experience when trying to deliver customer service? Does attitude count? What is a best way to handle difficult customers? What techniques can be used to reduce customer-service stress? This course is designed to provide the answer to all your queries on service provision. Participant will learn what exceptional service is, how to project a customer –friendly image, how to handle demanding customers, and more.

3.0 Course Contents

This Course will cover the following areas:

- (i) The Customer care: The heart of success or failure in business;
- (ii) A whole brain approach to Customer care
- (iii) The effects of Attitude on Customer services
- (iv) The Psychology of becoming a better service provider
- (v) Identifying and meeting customer expectations;
- (vi) The nature of Service Industry;
- (vii) Handling difficult customers and Dealing with difficult behavior
- (viii) Managing Service Quality;
- (ix) Determinants of Customer Satisfaction.
- (x) Establishing customer needs and responding to requests
- (xi) Handling work based customer requests
- (xii) Personal Effectiveness Skills required in Service Delivery

4.0 Course Outcomes

At the end of the course, participants will be able to:

- (i) To understand nature and characteristics of services and how the organizations take these factors into consideration in dealing with the Clients.

- (ii) Recognize how one's attitude affects service standards and Develop a positive, customer focused, attitude
- (iii) Get needs analysis techniques to address customer needs
- (iv) Master techniques for dealing with difficult customers, properly handle grievances and reduce customer complaints
- (v) Adopted a consistent, professional style when speaking with customers
- (vi) Developed skills in engaging with customers and handling their enquiries effectively
- (vii) Listened effectively, asked questions and summarised to respond fully to a customer request
- (viii) Identified ways they can add value to customer relationships and exceed expectations
- (ix) Practiced how to turn customer service disappointment into a positive experience

5.0 Target Group

This course is designed to enhance the skills of the following groups of people: Marketing Managers, Sales Managers, Customer Care Managers, Customer care/ service Attendants, Public Relation Officers, Human Resource Officers, Executive Assistants, Personal secretaries and Receptionists, Front Desk attendants or Any other person or group who may need to be equipped with customer care skills.

6.0 Methodology

The Teaching methodology will include: lectures, case studies, group discussions and presentations.

7.0 Fees & Mode of Payment

The fee for the course is **TZS 900,000/=** (say Nine Hundred Thousand Only) per participant to cover for tuition fee, training materials, tea/coffee and lunch. Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. Payment may be in cash, cheques or TISS paid directly to our **Bank Account No. 014103007130 in the name of Institute of Accountancy Arusha, NBC, Arusha Branch. Early registration is highly encouraged and appreciated.**

8.0 Date, Duration and Venue:

This course will be conducted from **12th – 16th November, 2018 (5 days)** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

9.0 Contact Persons

For more details please don't hesitate to contact any of the following:

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APPLY TO:

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