

SOFTSKILLS

FOUNDATION LEVEL

Personal Effectiveness dan Professional Communication

- Effective Communication Skill
- Positive Mindset dan Personal Growth
- Professional Service Attitude
- Adaptive Communication

Focus Area:

- Communication
- Self Awareness
- Positive Mindset
- Emotional Awareness
- Collaboration
- Workplace Professionalism

1ST LINE LEADERSHIP LEVEL

Team Communication, Service dan Interpersonal Influence

- Service Excellent
- Complaint Handling
- Basic Negotiation dan Conflict Handling
- Team Communication Excellence

Focus Area:

- Customer Understanding
- Handling Objection
- Service Quality
- Team Coordination
- Emotional Management
- Problem Solving

OPERATIONAL EXCELLENCE LEVEL

Negotiation, Collaboration dan Performance Communication

- Sales Negotiation
- Advanced Communication dan Influence
- Problem Solving dan Solution Communication
- Cross Functional Collaboration

Focus Area:

- Negotiation Strategy
- BATNA (Best Alternative To a Negotiated Agreement) dan ZOPA (Zona of Possible Agreement)
- Stakeholder Communication
- Persuasive Communication
- Collaboration
- Conflict Resolution

STRATEGIC LEADERSHIP LEVEL

Strategic Leadership, Executive Communication dan Organizational Influence

- Executive Communication
- Strategic Negotiation dan Stakeholder Management
- Leadership Communication
- Organizational Influence dan Change Communication

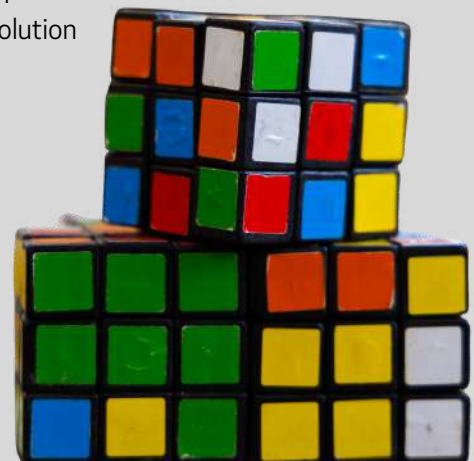
Focus Area:

- Strategic Communication
- Executive Presence
- Organizational Influence
- Leadership Alignment
- Stakeholder Management
- Transformation Communication

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COMPLAIN HANDLING

Deskripsi

Kemampuan menguasai prinsip-prinsip mengatasi keberatan dan ketidakpuasan pelanggan atas produk dan jasa yang diberikan guna memastikan tercapainya “engagement” antara pelanggan dan perusahaan. Kemampuan mengubah complain menjadi senyuman dengan teknik mengelola emosi dan teknik mengajukan pertanyaan cerdas serta mengacu “solution oriented for customer satisfaction”.

Tujuan Pelatihan

1. Memahami essensi complain handling dan handling objection
2. Mengetahui 6 langkah komunikasi efektif dalam complain handling
3. Mengetahui teknik mengelola emosi yang efektif
4. Memahami gaya komunikasi dalam complain handling
5. Mengetahui cara mengubah complain menjadi peluang

Training Methodology

1. Durasi pelatihan 2 hari
2. Pelaksanaan jam kerja
3. Landasan teori
4. Sharing pengetahuan dan pengalaman
5. Diskusi kelompok, workshop
6. Pre Test dan Post Test

Fasilitas Peserta

1. Modul hardcopy dan/atau PDF
2. File latihan
3. Sertifikat

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Outline Materi

DAY-1

Art of Communication on handling Complain

1. Triune Brain Theory
2. Adaptive Communication

Positive Mindset

1. Motivation 3.0, IQ EQ AQ
2. Otak kanan dan kiri

Customer Understanding

1. Customer Behaviour and Gen Z
2. Memahami harapan pelanggan
3. Cara mengatasi customer sulit

Moment of Truth

1. Psikologi konsumen dan Karyawan
2. Why of working and McClelland Theory

DAY-2

1. Gaya Complain Handling dan Negosiasi
2. Assertive, Agresive, Passive

Respon Cerdas Emosi

1. Teknik mengajukan pertanyaan
2. Teknik mengelola emosi
3. Metode GROW, OCDAC, Reframing

Practical Complain Handling

1. Practical Handling Objection
2. Practical Complaint Handling
3. Practical Pacing vs Leading
4. Practical Root Cause Analyst (RCA) and PDCA

Final Project Presentation

Based on Real Case

SALES NEGOTIATION

Deskripsi

Kemampuan menguasai prinsip-prinsip negosiasi didalam penjualan, baik secara 1 on 1 selling, Business to Customer (B2C) maupun Busines to Business (B2B) guna memastikan target penjualan tercapai dan relationship jangka panjang dengan pelanggan.

Outline Materi

DAY-1

Art of Negotiation

1. Definisi dan pilar negotiation
2. Manfaat negotiation

Art of Selling

1. 6 steps of selling
2. Type sales dan type customer
3. 1 on 1 , B2C dan B2B

Strategi dan Taktik Negosiasi

1. Win win solution
2. Matriks negosiasi

Reservation Price, ZOPA and BATNA

1. Negotiation games
2. 4 forces adaptive negotiation style

DAY-2

Gaya Negosiasi dan Komunikasi

1. Directive, emotive, supportive reflective
2. Assertive, agresive, passive

Praktikal Negotiation Part 1

1. Methode REAL dalam negosiasi
2. Practical PDCA 8 steps

Practical Sales Negotiation Part 2

1. Practical matriks effort vs impact
2. Practical pacing vs leading

Final Project Presentation

Based on real case

Tujuan Pelatihan

1. Memahami Esensi negosiasi dalam proses penjualan
2. Mengetahui 6 Steps of Selling dan peranan Negosiasi
3. Mengetahui Manfaat ZOPA, BATNA dan reservation price
4. Memahami Four forces Adaptive Negotiation Style
5. Memahami Matriks Negosiasi

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SERVICE EXCELLENT

Deskripsi

Kemampuan memberikan pelayanan maksimal dengan tujuan agar pelanggan mendapatkan kepuasan atas produk atau jasa yang diberikan. Kemampuan mengelola kebutuhan dan harapan pelanggan sehingga tetap mampu mempertahankan pelanggan lama dan mendapatkan pelanggan baru dengan mengedepankan nilai nilai perusahaan

Outline Materi

DAY-1

Art of Communication on service Excellent

1. Triune Brain Theory
2. Pengertian pelayanan prima

Positive Mindset

1. Service with a heart
2. Bekerja adalah ibadah

Customer Understanding

1. Customer Behaviour and Gen Z
2. Memahami harapan pelanggan

Momen of Truth

1. Psikologi konsumen dan karyawan
2. motivasi 3.0
3. Why of working and Mc Clelland Theory

DAY-2

Managing Customer Expectation

1. Perbedaan Customer Need dan Expectation
2. 5 elemen Service Quality RATER

Create Super Service Excellent Team

1. Gen Z dan future generation
2. Applied adaptive communication for service excellence

Practical Service Excellent and Case Study

1. Tips and trik dalam memberikan pelayanan prima
2. Practical layanan prima
3. Practical Solution oriented with PDCA and RCA

Final Project Presentation

Based on real case

Tujuan penelitian

1. Mengetahui essensi dari pelayanan prima
2. Memahami 5 elemen service quality RATER
3. Mengetahui cara mengelola emosi karyawan yang efektif
4. Memahami gaya komunikasi dalam pelayanan prima
5. Mengetahui cara melayani pelanggan dan memberikan solusi terbaik dengan practical RCA dan PDCA

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