

INTRODUCTION

Join us for an immersive one-day workshop led by Certified Sales Coach and Expert RJ, designed exclusively for service engineers, service managers, and after-sales service executives. Discover how infusing every interaction with a genuine smile can be the key to unlocking exponential business growth.

FOCUS AREAS

- Understanding the Power of Service with a Smile:
 - Explore the psychological impact of positive interactions on customer satisfaction and loyalty.
 - Learn how a simple smile can transform the customer experience and drive business success.
- Developing a Service-Oriented Mindset:
 - Cultivate a customer-centric approach that prioritizes empathy, understanding, and responsiveness.
 - Discover techniques for fostering genuine connections with clients and exceeding their expectations.
- Effective Communication Strategies:
 - Master the art of clear, concise, and empathetic communication in service interactions.
 - Learn to navigate challenging situations with confidence and professionalism.
- Building Trust and Rapport:
 - Explore strategies for building trust with customers through authenticity and reliability.
 - Understand the role of rapport-building in fostering long-term customer relationships.
- Handling Difficult Customers with Grace:
 - Develop strategies for de-escalating tense situations and resolving conflicts peacefully.
 - Practice active listening and empathy to address customer concerns effectively.
- Leveraging Feedback for Continuous Improvement:
 - Embrace feedback as a valuable tool for enhancing service quality and customer satisfaction.
 - Implement strategies for collecting, analysing, and acting upon customer feedback.
- Cultivating a Positive Work Environment
 - Understand the importance of employee morale and its impact on customer interactions.
 - Explore techniques for fostering a supportive, positive work culture that encourages service excellence.
- Implementing Service with a Smile:
 - Develop an action plan for integrating service with a smile principles into daily operations.
 - Identify key areas for improvement and establish measurable goals for success.
- Role-Playing and Practical Exercises:
 - Engage in interactive role-playing scenarios to practice applying service with a smile technique.
 - Receive personalized feedback and coaching from Certified Sales Coach RJ.
- Q&A and Networking Session:
 - Participate in a live Q&A session with Certified Sales Coach RJ to address specific questions and challenges.

KEY TAKE AWAYS

Key takeaways from a sales workshop on "**Service with a Smile**" for service technicians and managers in machine tools and manufacturing companies could include:

- Customer-Centric Approach: Prioritize customer satisfaction by adopting a customer-centric mindset. Understand their needs, preferences, and expectations to deliver exceptional service experiences.
- Effective Communication: Develop strong communication skills to interact professionally and empathetically with customers. Listen actively, ask probing questions, and clarify expectations to ensure a clear understanding of customer requirements.
- Technical Expertise: Continuously enhance technical knowledge and skills to provide accurate diagnoses, solutions, and maintenance services. Stay updated with the latest industry trends, technologies, and best practices.
- Prompt Response and Resolution: Strive for timely responses and efficient problem-solving. Acknowledge customer inquiries or issues promptly, communicate realistic timelines, and work diligently to resolve issues to the customer's satisfaction.
- Build Trust and Relationships: Foster trust and long-term relationships with customers by demonstrating reliability, transparency, and integrity in all interactions. Be proactive in addressing customer concerns and exceeding their expectations.
- Empathy and Patience: Show empathy and patience when dealing with challenging situations or frustrated customers. Understand their perspective, remain calm, and maintain a positive attitude throughout the service process.
- Quality Assurance: Emphasize the importance of delivering high-quality service consistently. Follow established standards, procedures, and quality control measures to ensure accuracy, reliability, and safety in service delivery.
- Continuous Training and Development: Invest in ongoing training and development programs for service technicians and managers to enhance skills, knowledge, and job performance. Encourage learning opportunities and skill-sharing among team members.
- Feedback and Improvement: Solicit feedback from customers regularly to assess satisfaction levels and identify areas for improvement. Use feedback constructively to implement changes, address issues, and enhance service quality.
- Team Collaboration: Foster a collaborative work environment where service technicians, managers, and support staff work together seamlessly to deliver comprehensive and integrated solutions to customers. Encourage teamwork, communication, and knowledge sharing across departments.

PARTICIPATION FEE

Rs. 6600/- +18% GST IMTMA Members/ Micro Companies/ Individuals/ Educational Institutions / Students/ IMTMA Non Members/ Others	USD 260/- Overseas Participants
Group Concession : 10% for 3 to 5 and 20% for 6 and more delegates being nominated from the same company	

FACULTY

This Program will be conducted by **Mr. Riddhish Jalnapurkar**,

Mr. Riddhish Jalnapurkar, an Engineering Graduate with 28 years of rich and on the ground experience in the field of selling small to high value and simple to highly technical equipment (made in India, China and Europe) and projects in India. He has had the privilege to travel extensively within India, Europe, USA, Canada, China, South East Asia, Gulf Countries, South Africa.

He founded, Sales Insight India, with a vision to help People, Companies and Countries prosper by sharing the insights and wisdom earned during innumerable travels, meeting amazing people and learning from them, exposure to various cultures around the world.

He is "Forever Passionate about Sales and People."

He has successfully helped establish on a solid foundation - Indian, Canadian, Italian, Austrian, Chinese metal working machines manufacturing companies in the extremely competitive and price sensitive Indian Market.

He has consistently delivered fantastic sales results for local and global companies, irrespective of market conditions. He has been involved from the word go in concluding contracts worth millions of Euros during his journey as a Salesman.

He conducts regular Sales workshops at Ahmedabad Management Association and in company workshops. He addressed post graduate students at SDA Bocconi, Entrepreneurship Development Institute, Nirma University. He has also addressed forums at IMTMA, Indo Italian Chamber of Commerce and Maharashtra Chamber of Commerce.

During his workshops, engages audience with real life examples, stories and wisdom earned over 28 years of sales. His book – Selling in India, the journey of a Salesman is available on Amazon and is now in second edition.

For Registration Contact Shruthi GS Programme Coordinator 9886331231 shruthi@imtma.in Back End Operations 9742626488 enquiry@imtmablr.com	Contact Address INDIAN MACHINE TOOL MANUFACTURERS' ASSOCIATION @ BIEC, 10th Mile, Tumkur Road, Madavara Post, Bangalore - 562 123 Tel : 080-66246600 Fax : 080-6624-6658
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