



LANGUAGE & SKILLS DEVELOPMENT CONSULTING LTD

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LSDC 2014 TRAINING CALENDAR

S/N	COURSE TITLE	DATE(S)/DURATION	COURSE TYPE(S)	COURSE FEE	VENUE
1	Next Level Customer Service: The Art of Customer Satisfaction for optimum Output	<u>2Days</u> January 21-22 February 19-20 March 18-19 April 29-30 May 20-21 June 18-19 July 24-25 August 20-21 September 23-24 October 16-17 November 18-19	In plant Open	\$570.00 N85,000.00 per Participant (VAT inclusive)	<ul style="list-style-type: none"> ✚ Abuja Center: Brook Training Centre; Denis Hotel, Abuja; ✚ Lagos Centre: Conference Support Centre, Ikeja ✚ All Other Venues Outside Abuja and Nigeria Will Be communicated appropriately.
2	Effective Result-Driven Sales & Marketing: Selling for Profiting & Repeat Business	<u>2 Days</u> January 28-29 February 11-12 March 26-27 April 22-23 May 13-14 June 10-11 July 15-16 August 28-29 September 16-17	In plant Open	\$570.00 N85,000.00 per Participant (VAT inclusive)	
3	Profit & Repeat Business-Driven Sales & Marketing Training for Senior	<u>2 Days</u> April 15-16 July 24-25 August 14-15 October 29-30	In plant open	\$750.00 N110,000.00 per Participant (VAT inclusive)	

4	Patients Satisfaction: The ART of Customer Service for The Healthcare Industry	<u>2Days</u>	In Plant Only	\$570.00 N85,000.00 per Participant(VAT inclusive)
5	Sex, Power & The Workplace: Harassment &	<u>2Days</u> May 8-9 October 2-3	In plant Open	\$770.00 N115,000.00 per participant(VAT inclusive)
6	Leadership Skills for New Leaders: From Peer to Boss	<u>2Days</u> May 29-30 July 24-25 October 9-10	In plant Open	\$670.00 N100,000.00 per Participant(VAT inclusive)
7	Workplace Motivation: The Role of The Team Leader	<u>1 Day</u> April 17-18 June 24-25 September 11-12	In plant Open	\$470.00 N70,000.00 per Participant(VAT inclusive)



8	Workplace Behaviour: Ethics, And Compliance Basics	<u>1 Days</u> February 27 June 26 October 23	In plant Open	\$470.00 N70,000.00 per Participant (VAT inclusive))
9	Workplace Emotional Intelligence: Theory and Application	<u>1 Day</u> May 6 July 17 September 25	In plant Open	\$470.00 N70,000.00 per Participant (VAT inclusive)
10	Getting Things Done: P-E-T-I-T: Personal Effectiveness & Time Management	<u>1 Day</u> April 24 June 14 October 6	In plant Open	\$470.00 N70,000.00 per Participant (VAT inclusive))
11	Business Communication for Corporate Executives	<u>2Days</u> March 4-5 May 6-7 September 18-19	In plant Open	\$700.00 N105,000.00 per Participant(VAT inclusive)
12	Business Writing: Effective Writing in Business Communication	<u>Open & In Plant (4 Days)</u> April 1-4 July 1-4 <u>On Line (12 weeks)</u>	Open In plant Online	\$700.00 N105,000.00 per Participant (VAT inclusive)
13	The Valuable HR Assistant: Roles & Skills	<u>1Day</u> February 21 April 25 June 20	In plant Open	\$470.00 N70,000 per Participant (VAT inclusive)
14	World-Class Telephone Customer Service	<u>1Day</u> February 15 April 19 June 21 September 6 October 18	In plant Open	\$470.00 N70,000.00 per Participant (VAT inclusive)

15	A-R-P-E-T (All Round Personal Effectiveness Training)	<u>1Day</u> April July 8 September 26	In plant Open	\$470.00 N70,000.00 per Participant (VAT inclusive)	
16	360 Degrees Effective Leadership Skills for Senior Management	<u>2 Days</u> April 8-9 August 12-13 November 13-14	In plant Open	\$1,500.00 per delegate (VAT inclusive)	-Accra, Ghana -Nairobi , Kenya -Tinapa, Calabar/ Abuja, FCT
17	Next-Level Guest Relations: Hotel Customer Service In The 21 st Century	<u>2Days</u> February 27-28 May 15-16 October 14-15	In plant Open	\$570.00 N85,000 per participant (VAT inclusive)	
18	HRM (Human Resources Management) Essentials	<u>1Day</u> March 20 June 17 September 10 November 25	In plant Open	\$470.00 N70,000.00 per Participant (VAT inclusive)	





OUR FACULTY MEMBERS



1. Valentine Eze

Val Eze is a thorough-bred HR practitioner with a Masters degree in Personnel Psychology and over 20 years experience in organisations like AG Leventis, African Continental Bank and Diamond Bank. He is a fellow of Chartered Institute of Personnel Management and a CMD certified trainer.

2. George Abara

George Abara holds an MSc. in Industrial Sociology and has over 25 years experience in HR management. He has held senior management positions in Standard Trust Bank (now UBA), Intercontinental Bank Plc, MINAJ Media Group and DBN Media Group. He consults for the UNDP and CIPM.

3. Stella U. Ononobi

Stella is passionate about languages and has a BA Ed in English language & literature with a Masters degree in HR Management. She has over 10 years banking experience and is a member of Society for Human Resource Management (SHRM), Toastmasters International and BPW (International Federation of Business & Professional Women).

4. David Lawale

David Lawale has several years experience as a business development executive in the banking sector. He is the author of '21st Century Joseph' and now a highly sought-after training resource person and management consultant. He is a consummate brand ambassador who believes that without the understanding and application of brand and branding principles, individuals and organisations will make and have little or no impact in their spheres of influence.

5. Deroju Bashorun

Deroju Bashorun has a Bachelors degree in Accounting, a Masters degree in Business Administration, a Masters in Financial Economics and a banking experience spanning over 15 years. He is now a business consultant, with bias for financial MSMEs, and sits on the board of various Nigerian companies with interests spanning agriculture, banking and wealth/asset management, real estate and infrastructural development, oil and gas, hospitality management, food processing and information technology

6. Imoh Jagun

Imoh Jagun has a B.Sc. in Banking and Finance and over 13 years in the banking sector. She is an Associate Member of the Institute of Chartered Economist of Nigeria, Institute of Strategic Management and a Member of the Nigerian Institute of Management and Chartered Institute of Bankers. Imoh is a certified John Maxwell Trainer and an ardent advocate for responsible and excellent leadership.

7. Seyi Oshikanlu

Seyi Oshikanlu is a school owner and a business entrepreneur. She is a seasoned teacher, trainer and public speaker who has operated successfully in the education sector in Africa and the UK. She consults for governments and educational institutions in the areas of curriculum design, HR and internal and administrative controls.

8. Funmi Lawore

Funmilola has a BA in English studies and has been in the private education sector (Nursery, primary and secondary) for over 15 years with a proven expertise in the use of both the Nigerian and British curricula. She is an education consultant and has helped set up schools, with the attendant refresher and in-service training programmes for school staff to keep them abreast of local and international developments in the education industry. Funmi is an alumna of The Leadership Institute, a member of the Customer Care Institute and maintains a blog at funmilola-thisandthat.blogspot.com.

9. Ifeatu Anafulu

Ifeatu is a graduate of English language and demonstrates a strong passion for learning and knowledge sharing. She has over 10 years experience in customer service, HR and project management in organisations such as Multichoice, Accelon, Interswitch and Galaxy Backbone. She is a CIPD certified trainer and a graduate of the prestigious senior management programme of The Lagos Business School.

10. Ikenna Anyadike

Ikenna Anyadike has a BSc in Public Administration and is the principal consultant of Connoisseur Consults, a personality development training outfit poised to add value to individuals and organizations in the area of personality strength identification and deployment. He is a personality development expert and an accredited global business partner with CLARITY4D UK (www.clarity4d.com), which allows him access to the company's unique psychometric tools and resources. He is the organizer and convener of PROJECT BYB=X (Best You, Better= X) a quarterly youth personality development workshop aimed at equipping young people to understand their personality with a view to giving back to society.

OUR CLIENTS (AS @ FEBRUARY 2014...)

1. NATIONAL UNIVERSITIES COMMISSION (NUC)
2. CENTRAL SECURITIES CLEARING SYSTEM (CSCS), LAGOS STATE
3. SHOPRITE NIGERIA
4. FORTIS MICROFINANCE BANK, ABUJA
5. PLATINUM MORTGAGE BANK, ABUJA
6. FEDERAL MEDICAL CENTRE, OWERRI, IMO STATE
7. GLISTEN INTERNATIONAL ACADEMY, ABUJA
8. STUDIO 24
9. DENIS HOTEL, ABUJA
10. SIGMA PENSIONS, ABUJA
11. EMBASSY OF THE REPUBLIC OF ANGOLA
12. PREMIUM PENSIONS, ABUJA
13. JIREH COMMUNICATIONS, ABUJA
14. VALENCIA HOTELS, ABUJA
15. CHRISTABEL PRIVATE SCHOOL, ABUJA
16. TREASURE HOUSE MONTESSORI SCHOOL, ABUJA
17. COTEK INTEGRATED TECHNOLOGIES LIMITED, ABUJA
18. BONNE SANTE ENTERPRISE, ABUJA
19. DLG WEARS, ABUJA
20. TAES INTERNATIONAL CONCEPT LIMITED, ABUJA
21. D'LORD, MASELI & PARTNERS, ABUJA
22. M & M MICROFINANCE BANK, ABUJA
23. QUALITY FACILITY MANAGEMENT LIMITED, LAGOS



ABOUT LSDC LTD: WE ARE A LANGUAGE SCHOOL AND HUMAN RESOURCES (HR) SHOP.

We teach English language to non-English speaking foreigners resident in Nigeria and also to Nigerians, who desire to improve their English language skills. Other languages we teach include French, Spanish and Nigerian languages (Igbo, Hausa and Yoruba).

As part of our language school services, we also offer Business English course viz-a-viz business communication and business writing skills courses. This is fashioned out for the acquisition of effective language/ communication skills for corporate executives in corporate, social and cultural settings.

Our HR shop is equipped to cater to corporate organisations' need in the areas of:

- a. People Development/Learning & Development**
- b. Outsourcing**
- c. Background checks**
- d. Selection & Recruitment**
- e. Organizing workshops and seminars**

Our teaching approach is a lighthearted one, using humor to establish rapport and to curb frustration as we guide students in their acquisition of language and other skills required for effective functioning in their personal and corporate life.

OUR OBJECTIVE

Born out of a burning passion for teaching and training, service excellence and a flair for languages, we are a company with the following goals:

- i. To ensure that our non-English speaking clients learn to speak English while In Nigeria and are provided with the skills to properly integrate them into the Nigerian society.
- ii. We also are interested in the acquisition of English language skills by Nigerians who seek to improve their English language skills
- iii. We offer a wide spectrum of services, providing the flexibility and options to serve all our clients' Human Resources needs viz corporate training programmes and services for organisations for the achievement of their corporate goals and objectives. We provide our clients' with an informed perspective on the issues they face, thus enabling them to maximize Human Capital giving them a competitive edge.

OUR VISION

- i. To become a reference point to nationals and foreigners seeking to acquire English language skills and be integrated into the Nigerian society.
- ii. To ensure that we become a point of reference for organization seeking quality HR services viz a viz training & development, outsourcing, employee background checks and recruitment & selection

REGISTRATION

Registration for our language school is done by filling a form at our office or contacting us via our website. Our periods are flexible; thus, we arrange our contacts to suit both parties even as we have a fixed timetable for our contact sessions.

FEES

Fees stated herein cover resource persons' fees and materials . Fees are paid in full before lessons or training sessions commence.

DISCOUNTS

Fees are negotiable and discounts are given on one-on-one basis to individual and corporate clients. Please note that discounts given are only applicable to the particular service being rendered at a given time.

PROGAMME VENUES

Venues for our language classes may hold in LSDC office premises or at a venue chosen by the clients, provided it is convenient for both parties. Training programmes may be in-plant or open (off-site) depending on what the client organization's preferences are.



LANGUAGE SCHOOL

☐ GENERAL LANGUAGE SERVICES

OVERVIEW

We teach and train individuals on the acquisition and effective usage of the four (4) language skills:

Receptive skills: Listening
 Reading
Productive skills: Speaking
 Writing

Language skills levels are determined before the commencement of the sessions coupled with diagnostic and placement tests after which clients are placed at the levels appropriate for them viz:

- o Beginner
- o Elementary
- o Intermediate (Pre-intermediate and Intermediate)
- o Advanced (Upper Intermediate and Advanced)

TARGET AUDIENCE

- 🇳🇮 Individuals seeking to improve their English language skills
- 🇳🇮 Group(s) of corporate individuals seeking to improve their language skills

COURSE CONTENTS

- ☐ Writing, speaking, reading and listening exercises
- ☐ Role plays
- ☐ Pair and group works

LANGUAGES

- ☐ English
- ☐ French
- ☐ Nigerian Languages (Igbo, Hausa & Yoruba)

FEES

- ☐ N100,000.00/ \$830.00 per participant – Non intensive course
- ☐ N182, 000.00/ \$1, 500.00 per participant – Semi intensive course
- ☐ N240, 000.00/ \$1, 990.00 per participant – Intensive course

COURSE DURATION

- 10 weeks maximum– Non intensive (Two 1-hour session per week)
- 7 weeks maximum - Semi intensive (Two 2-hour session per week)
- 5 weeks maximum - Intensive (Two 3-hour session per week)



❑ BUSINESS COMMUNICATION & WRITING SKILLS COURSE

OVERVIEW

Success in the world of work depends to a large extent on one's ability to communicate. This course provides practice in occupational writing, both correspondence and reports, with particular emphasis on employment letters, vendor relations and message, report preparation, with practice in writing descriptions, instructions, progress reports and proposals. It also deals with business writing and the process involved in composing letters, memos and e-mails. We will review common errors in grammar and spelling, as well as offer tips and resources for continuous improvement. The course also x-rays local and international standards viz communication ethics and etiquettes

COURSE OBJECTIVES

Upon successful completion of the course, participants should be able to:

1. Write and reply to enquiries and requests.
2. Write a resume and application letter and prepare for job interviews.
3. Write letters that create good will to customers and clients.
4. Apply persuasive techniques to sales messages.
5. Gather and organize information for a report.
6. Prepare clear and complete instructions, descriptions and periodic reports.
7. Prepare an analytical report or a proposal.
8. Prepare letters and reports that meet professional standards of format, presentation and style.
9. Gain a better understanding of common spelling & grammar issues in business writing: Write correctly viz a viz correct spellings, use of right tenses.
10. Review basic concepts in sentence, paragraph construction and punctuations.
11. Learn to use email professionally & effectively
12. Learn how agendas, email messages, business letters, business proposals, & business reports are structured in a professional environment
13. Utilize business vocabulary and related expressions
14. Plan, organize, draft, edit and write a variety of business texts
15. Achieve business literacy and know appropriate use of formal and informal expressions.
16. Use a wide range of communication strategies including tone and register.
17. Write goodwill, persuasive and bad-news messages
- 18.
19. Plan, organize, draft, edit and write a variety of business texts
20. Achieve business literacy and know appropriate use of formal and informal expressions.
21. Use a wide range of communication strategies including tone and register.
22. Write goodwill, persuasive and bad-news messages
23. Gain valuable insight into international business and writing etiquette

COURSE CONTENTS

- ❖ Theories, elements and types of communication
- ❖ Issues of communication in corporatedom: principles of and factors affecting effective business communication
- ❖ Transactional Writing
- ❖ Persuasion
- ❖ Style, and tone
- ❖ Principles of Correspondence

- ❖ Inquiry/Request Letters
- ❖ Response Letters
- ❖ Good-News Letters
- ❖ Bad-News Letters
- ❖ Vendor Relations Letter
- ❖ Résumés and Covering Letters
- ❖ Layout and Design
- ❖ Résumés
- ❖ Covering Letters
- ❖ Reports
- ❖ Proposals
- ❖ Parts of speech – A wholistic revision
- ❖ Identifying common errors in writing and strategies to remember writing rules
 - Punctuation
 - Ambiguities
 - Parallel construction
 - Tone
 - Avoiding redundancies
- ❖ The place of punctuation in writing
- ❖ Identifying and practicing general conventions of effective business writing
- ❖ Reviewing general guidelines
- ❖ Sentence structure and purpose
- ❖ Getting to the point; paragraph revision
- ❖ Writing for clarity
- ❖ Discussing active voice vs. passive voice
- ❖ Identifying common errors in writing and strategies to remember writing rules
 - Punctuation
 - Parallel construction
 - Tone
 - Avoiding redundancies
- ❖ Reviewing and discussing professional email etiquette

TARGET AUDIENCE

- 👤 All staff in PR, corporate affairs etc.
- 👤 All staff who communicate via formal forms of written communication.

FEES

- ❖ N105, 000.00 per participant

COURSE DURATION

- ❖ 2 days



HUMAN RESOURCE CONSULTING SHOP

☒ PEOPLE DEVELOPMENT (TRAINING)

The strength of an organization lies in the quality of its human capital, its employees, its people. It, therefore, is important they are regularly trained, updated and upgraded via training. We have stocked an array of training courses aimed at improving organizations' manpower with the objective of achieving set corporate goals and objectives and positively impacting the bottom line of every organization.

📌 LEADERSHIP - FROM PEER TO BOSS

OVERVIEW

In a recent survey, the number one concern of 100 new supervisors and managers promoted from within the organization was how to build a cohesive team when all individuals on the team are not in total support of the new boss. Newly appointed supervisors and managers promoted from within an organization are confronted with a unique set of challenges and problems. Some new supervisors felt so frustrated by lack of support and not knowing what to do to rectify the situation that they actually couldn't sleep well.

Anytime a supervisor or manager is promoted from within his own work group, there is a chance that other team members might not be in total support of the new leader.

COURSE OBJECTIVES

This course is designed to guide newly promoted in-house supervisors on how to effectively supervise and manage teams and relationships with subordinates who were once peers.

TARGET AUDIENCE

- 📌 Newly promoted supervisors, especially those whose new role is to supervise subordinates who were once peers

COURSE CONTENTS

- ☒ Self and people management
- ☒ Management styles
- ☒ Attitude and self confidence building
- ☒ Managing team members performance
- ☒ Workplace motivation
- ☒ Role plays, pair and group work and case studies

FEES

- ☒ N100,000.00/ \$670.00 per participant

COURSE DURATION

- 2 days



LEADERSHIP – WORKPLACE MOTIVATION: THE ROLE OF THE TEAM LEADER

OVERVIEW

The key challenge facing managers and leaders today is to understand how to empower and motivate their team. We all know that people who are motivated will be more productive and perform better at work.

The leader of the team is responsible for creating a good work environment for his/her team. This involves spending time trying to understand what motivates each individual and addressing problems faced by the team.

COURSE OBJECTIVES

Participants in this course will be enabled on how to positively motivate their team to:

1. Love coming to work.
2. Want to be part of the solution and NOT the problem.
3. Always look at ways to make improvements in the business and themselves.
4. Care about their fellow workers and clients.
5. Have a strong team focus and believe in the business vision.
6. Be happy in their work and have a CAN DO attitude.

All this leads to increased productivity and at the end of the day more profits for the company.

TARGET AUDIENCE

All:

- Supervisors
- Team leaders
- Unit heads
- Managers



COURSE CONTENT

- ☐ **Motivation Theory**...understand what makes a person tick, in everyday lay person's terms.
- ☐ **Leadership Techniques**...learn qualities that will turn you (hopefully) into a Gandhi, President J.F Kennedy, Andrew Carnegie or any leader with INTEGRITY
- ☐ **Workplace Issues**...office politics, job burnout, employee rights, coping with stress and many more situations playing on your peoples frame of mind.
- ☐ **Motivation Techniques**...team building games, tests, quotes, posters, courses, books, incentive programs. and much, much more.
- ☐ **Strategic Vision**... combining factors such as vision and mission statements to have your team *PULLING* in the same direction.



FEES

☑ N70,000.00/ \$470.00 per participant

COURSE DURATION

- 1 day



LEADERSHIP – 360 DEGREES EFFECTIVE LEADERSHIP SKILLS FOR SENIOR MANAGEMENT

Leadership is a complex process by which the leaders influence others to perform and achieve; good leaders have always been expected to be able to solve new, and old, problems, capitalize on new opportunities and navigate through the chequered ever changing landscape of business. The leadership attributes belief, values, ethics, character, knowledge, and skills are all traits, which can be learned.

This course provides the basis for understanding what leadership is and what leaders do to be successful. It covers a variety of topics on leadership and leading change effectively and aims to introduce participants to a variety of leadership competencies. Emphasis is on communicating, motivating and leading teams through change.

COURSE OBJECTIVES

Upon successful completion of the course, participants should be able to:

- ❑ Be a leader with a vision, not just a manager
- ❑ Define what leadership is and how it is applied at all levels of organizational management
- ❑ Understand the basics of leadership and motivation
- ❑ Understand and determine personal leadership style and how to integrate this with business management
- ❑ Develop skills in communicating, influencing and negotiating with peers, subordinates and senior managers
- ❑ Learn how to develop leadership in ourselves and others
- ❑ Appreciate the importance of organization culture and the leader's role in establishing it
- ❑ Know thyself: Emotional Intelligence and the role it plays in leading
- ❑ Increase the performance of your team by setting objectives, expectations and goals
- ❑ Understand and state how personal branding helps to positively influence leadership and leaders.

TARGET AUDIENCE

- ❑ Managers/ Supervisors/ Team Leads
- ❑ Anyone in a leadership position or aspiring to be a leader

COURSE CONTENT

- ❖ Leadership:
 - Definition/Types/ Styles
 - What is your personality type: Know your colour
 - Characteristics and principles
- ❖ The evolution of leadership: A brief History of Leadership
- ❖ Theories of Leadership
- ❖ Taking Stock: A Personal Inventory
 - An Introduction to Kouzes and Posner
 - Creating an Action Plan
- ❖ Leadership and Communication

- Basics of effective communication
- Barriers to communication
- Verbal & non-verbal communication
- The art of listening
- ❖ Encouraging the Heart: Leadership and Motivation
 - Principles and theories of motivation
 - Motivation through goal setting
 - Guidelines for setting SMART goals
 - Self actualization in the team
 - Making celebration part of corporate culture
- ❖ Leadership and Ethics
 - Walk your talk: Character and integrity
 - Organisational vs personal ethics and values
- ❖ Personal Effectiveness Skills for Effective Leadership
 - Emotional intelligence: IQ, EQ and Multiple Intelligence
 - Time management skills
- ❖ Brand and Branding
 - What is your personal brand as a leader?
 - Syncing corporate brand with personal brand
 - The place and importance of personal brand in leadership

FEE

- N2, 400, 000/\$16, 000.00 (For a class of 20 participants – covers VAT, materials, meals and resource persons' fees only)
- N2, 520, 000/\$16, 800.00 (For a class of 25 participants – covers VAT, materials, meals and resource persons' fees only)
- N3, 045, 000/\$20, 300.00 (For a class of 30 participants – covers VAT, materials, meals and resource persons' fees only)

COURSE DURATION

- 2 Days



➤ EMPLOYEE RELATIONS - SEX, POWER AND THE WORKPLACE: HARRASSMENT & THE EMPLOYEES' RIGHTS

OVERVIEW

Sexual harassment is not only harmful, it's costly.

40-80% of working women and 10-15% of men experience sexual harassment in their lifetimes; this training answers the question: How can you eliminate sexual harassment in your workplace? The answer is **sexual harassment prevention** through education; not litigation.

COURSE OBJECTIVES

Employees on all cadres are, by this course, to be equipped:

1. To know what constitutes sexual harassment
2. To know their rights as regards sexual harassment in the workplace
3. To demand for explicit and documented policies from the management of the organization they work for concerning sexual harassment
4. To know steps to take when harassed sexually or a colleague is being harassed
5. With steps to take, as line supervisors and managers, to prevent sexual harassment in their units and what to do when it occurs.

TARGET AUDIENCE

- All employees
- All line supervisors and managers
- All management staff and decision makers

COURSE CONTENTS

- Defining Sexual Harassment
 - "Quid Pro Quo"
 - "Hostile Environment"
- Liability and Impact
 - Discusses the legal ramifications of State and Federal law for employees, supervisors and the Company
 - Covers liability topics: both monetary and punitive damages
- Policy and Action
 - What to include and how to enforce a sexual harassment policy
 - Examples of inappropriate behavior
 - What to do if you are a victim or witness of sexual harassment
 - How sexual harassment affects the employee and workplace
 - Effective ways for employees & managers to report harassment

FEES

- N115,000.00/ \$950.00 per participant

COURSE DURATION

- 2 days



📌 HUMAN RESOURCES – HUMAN RESOURCES MANAGEMENT ESSENTIALS (HRM ESSENTIALS)

OVERVIEW

The different functional areas that comprise the field of Human Resource Management, including talent recruitment, effective interviewing, performance management, training, and HR law will be treated in this session. It focuses on the skills necessary for the job and offers practical suggestions for applying these skills in real-world situations.

COURSE OBJECTIVES

At the end of the programme, participants will:

- ✓ Network, interact and compare notes with peer professionals from a wide variety of organizations.
- ✓ Discover how leading-edge HR programs are developed and acquire the skills to enhance their personal effectiveness and to achieve their professional career goals.
- ✓ Have the necessary knowledge and background to work effectively in the field of Human Resources.

TARGET AUDIENCE

- Newly-appointed human resource professionals
- HR specialists moving from one functional area of the field to another
- Line managers with HR responsibilities
- Professionals exploring HR as a career change

COURSE CONTENTS

- Overview of Human Resource Management (HRM)
- Recruitment: Talent Acquisition and Retention
- Selection: Principles and Best Practices
- Employee and Labor Relations
- Effective Interviewing
- Employee Development
- Performance Management Systems
- Human Resource Management and the Law
- Compensation Systems
- Employee Benefits

FEES

- ✓ N70,000.00/ \$470.00 per participant

COURSE DURATION

- 1 day



HUMAN RESOURCES – THE VALUABLE HR ASSISTANT – ROLES AND SKILLS

OVERVIEW

Human resource, as a discipline, has evolved over the years and requires practitioners to be on top of their game, what with being abreast with recent trends and practices. The effective HR unit requires a HR partner who is equipped with the necessary skills and expertise to deliver on the short and long term goals of a HR department. This training program x-rays, in details, the necessary skills required to achieve that.

COURSE OBJECTIVES

At the end of the programme, participants will:

- ✓ Understand and be equipped with the legal and administrative knowledge they need for the wide range of tasks they undertake every day.
- ✓ Increase their knowledge and skills to a point which will enable them to take on more responsibility in their work for the HR function.

This is a practical case study-based learning in which participants will work in groups on exercises, to examine and resolve specific HR issues that reflect real life situations. This is aimed at allowing them the opportunity to apply the knowledge developed in a practical context during the programme and receive structured feedback and guidance.

TARGET AUDIENCE

- New and existing HR staff due for more training
- Staff assigned to HR duties and responsibilities
- Experienced HR staff looking for an update in employment law procedures

COURSE CONTENTS

INTRO: THE IMPORTANCE OF HR

- The contribution of HR to the business
- The essential role and responsibilities of the HR Administrator
- Arriving at employment policies and procedures
- Responsibility for making HR policies effective
- Internal relationships

THE IMPORTANCE OF EMPLOYMENT LAW

- The range of current legislation
- Statutory vs. occupational rights
- Frequency of changes

THE RECRUITMENT AND SELECTION PROCESS

- The business case
- Identifying the job
- Defining the person
- Attracting candidates
- Assessing candidates
- Making the selection decision
- Follow up

TERMS AND CONDITIONS OF EMPLOYMENT

- Types of contract
- Agency staff
- The right of an employee to written terms and conditions
- Statutory rights

- Issuing the contract
- Varying the terms of contract
- Remedies for breach of contract
- Clarifying the terms where there is no written statement
- Best practice

'FAMILY FRIENDLY' RIGHTS

- Maternity leave and pay
- Paternity leave and pay
- Leave and pay for adoptive parents
- Parental leave
- Flexible working rights

DISCRIMINATION LAW

- Discrimination legislation
- Definitions of discrimination
- Remedies for unlawful discrimination
- Institutions

DISCIPLINE AND DISMISSAL

- The organisation's own disciplinary procedure
- The right to be accompanied
- The right of appeal
- Effective records
- Disciplinary interviews and 'fair' reasons for dismissal
- Constructive dismissal
- Wrongful dismissal
- Making a claim for unfair dismissal

FEES

- ✓ N70,000.00/ \$470.00 per participant

COURSE DURATION

- 1 day



PERSONAL SKILLS: GETTING THINGS DONE – P-E-T-I-T: PERSONAL EFFECTIVENESS & TIME MANAGEMENT

OVERVIEW

Self management at work defines one's personal effectiveness and is a prerequisite for outstanding performance irrespective of level of seniority. This course brings time to life through practical exercises, tools and techniques which show just where time is lost, its impact on employees and the place of prioritization and management of time.

COURSE OBJECTIVES

This course will enable participants to:

1. Make a positive impact and add value to working relationships
2. Manage their own time in a disciplined, consistent and flexible way
3. Manage their own personal development
4. Be equipped with tools, tips and techniques that challenge their approach to workload and help them regain control

TARGET AUDIENCE

- Managers
- Team leaders
- All employees

COURSE CONTENTS

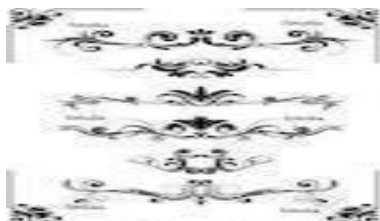
- ☑ Time management myths and facts
- ☑ Clarify personal objectives in context with role and organization
- ☑ Managing yourself and your time
- ☑ Build a culture of reflection, self assessment and self improvement
- ☑ Build personal style and self confidence for positive impact
- ☑ Identifying stress and burn-out indicators with steps to handle and manage them
- ☑ Identifying and dealing with time wasters
- ☑ Delegating tasks successfully to free up time
- ☑ Managing relationships with staff, peers and superiors
- ☑ Establish and overcome the causes of poor time management

FEES

- ☑ N70,000.00/ \$470.00 per participant

COURSE DURATION

- 1 day



PERSONAL SKILLS - WORKPLACE EMOTIONAL INTELLIGENCE: THEORY AND APPLICATION

OVERVIEW

Employing technically, high IQ people with the right education is one way an organization enhances its competitive advantage. But how far can the traditional requirements take the ambitious organizations in today's business environment? As people evolve in the market place, the emphasis is shifting and has shifted from traditional requirements to finer skills. Emotional intelligence is a pre requisite for finer skills.

COURSE OBJECTIVES

This course will enable participants to:

1. Acquire practical skills required to be emotionally intelligent leaders, strong and balanced and not afraid to manage emotions of others and also able to face up to the inner self
2. Understand the place of individual differences in the work place
3. Understand multiple intelligences and its application to work place relationships, delegations etc
5. Make a positive impact and add value to working relationships

TARGET AUDIENCE

- People in managerial and leadership positions – senior managers, supervisors, function and project head
- Technical functions specialist (e.g. I.T. specialist, research and statistics staff, accountants, engineers etc)

COURSE CONTENTS

What is Emotional Intelligence (EI)

- Defining EI
- How it works
- Setting out the core EI competencies
- Assessing your own EI

The Emotional Brain

- What it is that makes us feel the way we do
- Tuning in to our emotional state
- Tuning in to other people's emotional state

Behaviour and Leadership

- The role of emotion in our behavior
- The aspects and domains of EI
- Controlling disruptive emotions
- Resolving emotional exchanges in stressful situations

Multiple Intelligences

- What they are
- How we can use them to maximise our impact
- Recognising yours & others strengths
- Understanding others perception of you

❖ **Developing emotional management skills**

- Developing your ability to influence
- Building trust, loyalty and commitment
- EIQ and listening: Becoming an all round listener

📄 **Conclusion and recap**

- My plan for change

FEEES

- 📄 N70,000.00/ \$470.00 per participant

COURSE DURATION

- 1 day



PERSONAL SKILLS: A-R-P-E-T: ALL ROUND PERSONAL EFFECTIVENESS TRAINING

OVERVIEW

Self management at work and beyond defines one's personal effectiveness and is a prerequisite for outstanding performance irrespective of level of seniority. Many executives find themselves in a position where both their interpersonal relationships at work and their personal ability to achieve their goals are vital to their success. Yet some of them are unable to maximise their effectiveness in these areas. The purpose of this course is to help the professional in the 21st century develop a plan and master techniques to successfully handle challenges and opportunities in their relationships in and out of the workplace, and also to master the art of self- management, with practical exercises, tools and techniques.

COURSE OBJECTIVES

The objectives of this programme are to enable participants to understand their interpersonal style and personal effectiveness in achieving their objectives, and to learn techniques to adapt their style and improve their interpersonal and personal effectiveness.

TARGET AUDIENCE

- All employees

COURSE CONTENTS

- Defining the effective individual
 - What is your colour: Know your personality type
 - Managing time effectively: Time management myths, facts, principles etc.
 - Emotional intelligence in personal effectiveness
 - How multiple intelligence affects being personally effective
 - The place of motivation in personal effectiveness
 - Build a culture of reflection, self assessment and self improvement
 - Build personal style and self confidence for positive impact
 - Identifying stress and burn-out indicators with steps to handle and manage them
 - Interpersonal relationship skills
 - Managing and handling harassment in the workplace

FEES

- N70,000.00/ \$470.00 per participant

COURSE DURATION

- 1 day



PERSONAL SKILLS: WORKPLACE BEHAVIOUR: ETHICS & COMPLIANCE BASICS

OVERVIEW

The 21st century business focuses on profitability and success. It professes doing whatever it takes to make profits. The question is where do workplace ethics fit in such a scenario? With spate of scandals, frauds and irregularities related to business executives being reported in the media, it seems mandatory that ethics be given a front seat in the workplace. Even with syllabus of ethics, chart lesson plans and incessant preaching to employees, values and ethics are inbuilt in individuals; that notwithstanding, with regular training session addressing and x-raying ethics and ethical issues, employees at all levels can be sensitized to imbibe positive workplace ethics for the good of self and organisation.

COURSE OBJECTIVES

Participants are, by this course, to be equipped to:

- Understand what 'business ethics' is
- Learn how to make ethical decisions
- Be part of building strong teams and fostering professionalism in the workplace, thereby helping to promote productivity in strong teams
- Understand employee rights to enable and create privacy, harassment & technology policies
- Understand your business & social responsibilities
- Learn how to balance personal and organisation ethics
- Learn when to "blow the whistle"
- Be able to identify unethical behaviours
- Become brand ambassadors of their organisation with their strong business values and ethics

TARGET AUDIENCE

- All staff

COURSE CONTENTS

- What ethics is – In the context of business
- Relevance of business ethics
- Types of ethics
 - Utilitarian Ethics
 - An outline of Bentham's basic theory of utility
 - Disadvantages of utilitarianism
- Deontological Ethics
 - Core concepts of Kantianism explained
 - Evaluation of deontology compared with utilitarianism
- Virtue Theory
 - Basic concepts underlying virtue theory
- Theories of Justice
 - Rawls' Theory of Justice (liberal egalitarian) and Baker et al's broader theory of equality of condition
- Ethical Relationships in Business & Social Responsibility
 - Employer-employee relationship
 - Management structures
 - Loyalty rewards
 - Work conditions and facilities, unfair dismissal and sexual harassment

- Company-consumer relationship
- Honesty in advertising, value for money, after- sales care
- CSR (Corporate Conscience): relationship between business and the community (local and global)
- Ethical Styles – The Gender Debate
 - Justice vs. care (Kohlberg vs. Gilligan)
 - The role of reason and emotion in business
- Exercises
- Case studies
- Course Review
- Role plays! Role plays! Role plays!

FEES

- ✓ N70,000.00/ \$470.00 per participant

COURSE DURATION

- 1 day



➤ PEOPLE RELATIONS: CUSTOMER SERVICE

PATIENT SATISFACTION: THE ART OF CUSTOMER SERVICE IN THE HEALTHCARE INDUSTRY

OVERVIEW

Customer service in a medical setting has a unique set of challenges specific to providing first-rate healthcare and patient satisfaction. Among these challenges are such issues as patient privacy and management of people in crisis. Unlike customer-service interactions conducted in non-medical settings, those involving patients and their families are additionally stressful because of their reasons for needing medical attention. This healthcare customer service training program introduces participants to both the basics of customer service and the specifics of providing it in a healthcare setting. Training topics include calming upset patients and families, rephrasing messages such as “I don’t know” and “I’m not sure how much longer this will take,” and handling difficult situations with confidence and competence.

COURSE OBJECTIVES

At this program’s conclusion, participants should be able to:

- Differentiate healthcare customer service from other types of service interactions.
- Explain the importance of a positive attitude in delivering good customer service.
- List the benefits of providing good customer service to both internal and external customers.
- Identify barriers to providing high-quality customer service.
- Apply techniques for dealing with angry or upset customers by successfully answering case studies.
- Demonstrate how to successfully request personal information.
- Rephrase blunt communication for better results.
- Effectively manage job stress.
- Develop an action plan to improve their customer service skills.

At this healthcare customer service training program’s conclusion, participants will have an understanding of what makes for a good customer-service experience, how to deliver excellent customer service, how to deal with difficult patients and family members, and how to take care of themselves while caring for others.

TARGET AUDIENCE

BATCH 1

- a. Nurses – This group of hospital personnel interface with patients and patient relations more often than others, both in the wards and clinics. It is pertinent to commence this training with this group.

BATCH 2

- b. Medical Records, Laboratory, Radiology Personnel

COURSE CONTENTS

1. Be Patient: Why Healthcare Customer Service Is Different

- ☐ Who is a customer & what is customer service?
- ☐ Types of customers
- ☐ Key components of basic customer service
- ☐ Healthcare customer service: The difference between it and others

This introductory discussion covers the key components of basic customer service and moves into the specific challenges of serving patients and their families. With a clear understanding of the distinctions that make healthcare customer service different from that expected in other businesses, participants will learn how to adapt basic skills to best meet the needs of customers in crisis.

2. **Attitude: Where Service Excellence Starts**

- ☑ Positive attitude vs excellent customer experience: The way forward.
- ☑ Factors that make or mar excellent customer service interaction.
- ☑ Specific challenges of serving patients and families

3. **Communication: Rephrasing for Better Relationships**

- ☑ Communication styles
- ☑ Verbal/ Non-verbal communication/ Body language
- ☑ Tactful rephrasing of negative messages ('I don't know', 'It's not my job' and 'No')

4. **Dealing with Difficult People and Leaving a Lasting Positive Impression**

- ☑ Interacting and dealing with and calming angry, distraught, scared and manipulative customers
- ☑ Dealing with 'motor mouth' customers
- ☑ Establishing boundaries for quality customer service

5. **De-Stress Success: Self management Spa**

- ☑ Personal effectiveness and time management skills for efficient service delivery
- ☑ Stress-management techniques

6. **Last Word: Achieving effective and excellent customer service in your organization.**

- ☑ Motivation and ergonomics in excellent service delivery
- ☑ Barriers to providing high-quality customer service.
- ☑ Implementing and enforcing a top-notch customer service culture.

FEES

- ☑ N85,000.00/ \$700.00 per participant

COURSE DURATION

- 2 days



POST-TRAINING SERVICE – MYSTERY SHOPPING

We offer mystery shopping services as part of our post-customer service training. This is offered to gauge the efficacy of our training program and to further identify areas of need and improvement for your organization viz-a-viz customer service attitude, security and safety and ambience. This makes your hospital better placed to offer compassionate, quality patient service and increases revenue generation, profit and income.

This service is offered at a negotiable extra cost with a minimum duration of 4 (four) weeks.



PEOPLE RELATIONS: CUSTOMER SERVICE

➤ WORLD-CLASS TELEPHONE CUSTOMER SERVICE

OVERVIEW

An organisations telephone presence tells a lot about them; when that is less than top notch, people will likely judge employees as rude, uncaring, unprofessional, and uninterested in their business. It is important people who answer your phone appear empathetic, friendly and in control. Do they listen well? Do they understand what makes the person on the other end of the telephone tick? This program x-rays the basics of customer service, how to project a polished phone image, demonstrate proper telephone skills through practice activities, and leave with the tools to present an image that reflects confidence, credibility, and capability.

COURSE OBJECTIVES

Participants are, by this course, to be equipped to:

- Explain the importance of a positive attitude in delivering good customer service.
- List the benefits of providing outstanding customer service to both internal and external customers.
- Identify barriers to providing high-quality customer service.
- Apply case studies in dealing with angry or upset customers.
- Effectively deal with dialects and accents on the telephone.
- Demonstrate the proper way to greet, transfer, and place callers on hold.
- Understand and identify different behavioral styles and adapt as necessary.
- Rephrase blunt communication for better results.
- Effectively manage job stress.
- Develop an action plan to improve customer-service skills.

TARGET AUDIENCE

- Call centre executives
- Customer service officers/ executives
- All staff

COURSE CONTENTS

- The workman and his tool: Using the telephone
- Service starts with attitude
- Handling difficult calls: Dialects and accents
- Handling difficult call: Irate and offensive customers
- The spa: De-stressing for effective customer service

FEES

- N70, 000.00/ \$470.00 per participant

COURSE DURATION

- 1 Day

PEOPLE RELATION: CUSTOMER SERVICE

➤ NEXT LEVEL CUSTOMER SERVICE: THE ART OF CUSTOMER SATISFACTION FOR OPTIMUM OUTPUT

OVERVIEW

In the past decade, the world has shrunk to become one global, almost minute, village. With that has come stiff competition in the area of business sales; all companies and/or firms in any industry offer almost, if not, the same products; however, the edge one has over the other is the service rendered in the sale of these products and the quality of service.

Excellent customer service skills are learnt and acquired. That is what this training program is aimed at achieving: equipping the human capital of organizations with the right and appropriate skills and attitude that will give them an edge over their competitors. This Customer Service Training program is for professionals who want to make a significant contribution to their company's image or bottom line and make their own lives easier by consistently providing exceptional customer service.

COURSE OBJECTIVES

Participants are, by this course, to be equipped to:

- Understand what great customer service looks and feels like
- Deliver a great customer experience every time
- Know what you want your customers to say about you and what you can do to get them to say it
- Perfect telephone customer service skills
- Come to terms with behaviours and attitudes that are unethical generally and in customer service, in particular
- Present the organisation in a positive manner

TARGET AUDIENCE

- ☑ Managers
- ☑ Supervisors
- ☑ All staff

COURSE CONTENTS

- ☑ Course introduction and overview
- ☑ Defining customer and who customer is (Internal and External)
- ☑ Consumer psychology – Why customer buy and why they come back
- ☑ Cost of new vs existing customer
- ☑ Who do you work for?
- ☑ Problem solving techniques
- ☑ Is the customer always right – Dealing with the difficult and irate customer
- ☑ Telephone customer service – Etiquettes and all
- ☑ The power of the smile
- ☑ Improving communication skills – Hearing, Empathy and Listening
- ☑ Self management for effective and excellent customer service experience
- ☑ The place of business ethics and etiquette in customer service
- ☑ A-A-S: Attitude, assertiveness & self confidence building

- ☐ The power of the sartorial: Power dressing and proper grooming
- ☐ Motivation & ergonomics principles: How they affect excellent customer service
- ☐ Managing time and self to serve well

FEES

- ☐ N85,000.00/ \$700.00 per participant

COURSE DURATION

- 2 days

POST-TRAINING SERVICE – MYSTERY SHOPPING

We offer mystery shopping services as part of our post-customer service training. This is offered to gauge the efficacy of our training program and to further identify areas of need of improvement for your organization viz-a-viz customer service attitude, security and safety and ambience. The competition is also benchmarked for industry best practices.

All this makes your company better placed to take on the competition, increase both profitability and customer retention through increased customer service, awareness and perception.

This service is offered at an extra negotiable cost.



PEOPLE RELATION: CUSTOMER SERVICE

➤ NEXT LEVEL GUEST RELATIONS: HOTEL CUSTOMER SERVICE IN THE 21st CENTURY

OVERVIEW

With the world having shrunk to become one global, almost minute, village, stiff competition in the area of business sales abound; all hospitality facilities (hotels, apartments, suites, guest chalets etc) offer the same products; however, the edge one has over the other is the quality of service rendered in the sale of these products.

Excellent customer service skills are learnt and acquired; this training program is aimed at equipping the human capital of hotels etc with the right and appropriate skills and attitude that will give them an edge over their competitors. It is for professionals who want to make a significant contribution to their company's image or bottom line and make their own lives easier by consistently providing exceptional customer service.

COURSE OBJECTIVES

Participants are, by this course, to be equipped to:

- Understand what great customer service looks and feels like
- Deliver a great customer experience every time
- Know what you want your customers to say about you and what you can do to get them to say it
- Perfect telephone customer service skills
- Come to terms with behaviours and attitudes that are unethical generally and in customer service, in particular
- Demonstrate how to deal with different customer personality types
- Become brand ambassadors of their organisation

TARGET AUDIENCE

All staff who interface with guests, vendors, customers etc

- Managers
- Supervisors
- All staff

COURSE CONTENTS

- Course introduction and overview
- Defining customer and who the customer is (Internal and External)
- Consumer psychology – Why customers buy and why they come back
- Who do you work for?
- Is the customer always right
- Perfecting telephone customer service
- The power of the smile
- Improving communication skills – Dealing with the difficult and irate customer
- Self management for effective and excellent customer service experience
- The place of business ethics and etiquette in customer service
- Corporate and personal branding in customer service
- The power of the sartorial: Power dressing and proper grooming
- Motivation & ergonomics principles: How they affect excellent customer service
- Managing time and self to serve well
- Interpersonal relationship management: What is your conflict style?
- Role plays! Role plays! Role plays!

FEE

- ❖ N85,000.00/ \$700.00 per participant

COURSE DURATION

- ❖ 2 Days



❖ PEOPLE RELATIONS: BUSINESS DEVELOPMENT

📌 EFFECTIVE SALES & MARKETING: SELLING FOR PROFIT AND REPEAT BUSINESS

OVERVIEW

In the past decade, the world has shrunk to become one global, almost minute, village. With that, came stiff competition in the area of business sales and marketing; only the aggressively strong and fit survive.

Sales people the world over are incessantly challenged to find and enact ways to outwit the competition, make sales in volumes and retain the customer and clients for continued repeat business. One way to achieve this is to train and retrain sales and marketing officers. LSDC SALES & MARKETING SKILLS TRAINING is designed with the 21st sales and marketing professional in mind and covers a wide range of topics relating to client relationship viz-a-viz:

- The principles and mix of marketing
- Business communication
- Effective personal development & management for sales success
- Basic customer service skills
- Brand and branding management
- The principles of motivation
- Negotiation and listening skills
- Consumer psychology
- The place of business ethics in sales & marketing

COURSE OBJECTIVES

Participants are, by this course, to be equipped to:

1. Understand the market environment and climate and apply these in market penetration
2. Increase their productivity and output
3. Improve on self management
4. Relate attitude and excellent customer service to high sales volumes and repeat business
5. Know their boundaries and apply business ethics during and after sales
6. Improve on acquired communication skills
7. Identify and manipulate their motivating factors to suit the organisation's goals: PROFIT
8. Negotiate and make effective and convincing presentations

TARGET AUDIENCE

- New sales and marketing officers
- Sales and marketing officers
- All employees

COURSE CONTENTS

- Defining sales and marketing
- Principles, strategy and analysis of marketing and market situations
- Self management for sales volume
- Attitude & self confidence building
- Assertiveness & optimism

- Time management & personal effectiveness
- Principles of motivation
 - Consumer psychology: why customers buy
 - Branding for profit
 - Business ethics application
 - Basic customer service skills
 - Business communication: Listen, Speak and Write to win
 - Negotiation and presentation skills

FEES

- N85,000.00/ \$700.00 per participant

COURSE DURATION

- 2 days



PEOPLE RELATIONS: BUSINESS DEVELOPMENT

➤ PROFIT-AND-REPEAT-BUSINESS DRIVEN SALES AND MARKETING SKILLS FOR SENIOR MANAGEMENT

OVERVIEW

Strategic marketing and subsequent sales is fundamental to the success of every business. The ability to understand and anticipate the wants and needs of your customers and then supply them with products and services at a profit is a crucial skill for every manager and leader. So also is the ability to understand and manage self and others effectively for sales and repeat business.

This sales and marketing session is designed for the senior-level sales and marketing executive with decision-making authority who is desirous of a change and positive turnaround in the fortunes and bottom line of his organisation. It treats:




- ❖ The principles and mix of marketing
- ❖ Business communication
- ❖ Effective personal development & management for sales success
- ❖ Customer service skills
- ❖ Brand and branding management
- ❖ The principles and place of motivation in efficient marketing
- ❖ Negotiation and listening skills
- ❖ Consumer psychology
- ❖ The place of business ethics in sales & marketing
- ❖ Managing self for effective performance: Time management & personal effectiveness skills

COURSE OBJECTIVES

Participants are, by this course, to be equipped to:

1. Understand the market environment and climate and apply these in market penetration
2. Increase their productivity and output
3. Improve on self management
4. Relate attitude and excellent customer service to high sales volumes and repeat business
5. Know their boundaries and apply business ethics during and after sales
6. Improve on acquired communication skills
7. Identify and manipulate their motivating factors to suit the organisation's goals: PROFIT
8. Negotiate and make effective and convincing presentations

TARGET AUDIENCE

-  Heads of marketing/ Marketing managers
-  Directors of marketing
-  Those in a sales role who wish to move into a sales and marketing management position

COURSE CONTENTS

- ❖ • Defining sales and marketing
- ❖ Principles, strategy and analysis of marketing and market situations
 - The Ps of marketing and sales
- ❖ Self management for sales volume
 - Attitude & self confidence building
 - Assertiveness & optimism
 - Time management & personal effectiveness
 - Principles of motivation in managing people

- ❖ Consumer psychology
 - Understanding why customers buy
- ❖ Branding for profit
- ❖ Business ethics in sales & marketing: Why and How?
- ❖ Applying next level customer service skills in sales
- ❖ Business communication for business managers
- ❖ Negotiation and presentation skills

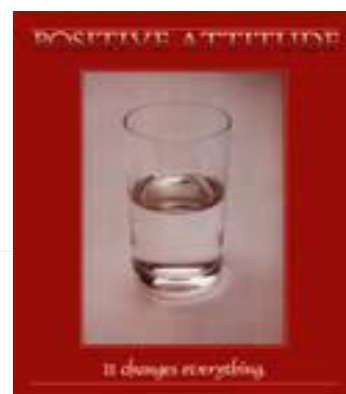
FEES

- N110,000.00/ \$750.00 per participant

COURSE DURATION

- 2 days

A positive attitude
may not solve all
your problems,
but it will annoy
enough people to
make it worth the
effort.



OTHER LSDC Ltd SERVICES



In addition to the training

programmes stated above, you may have a training need that our library of materials does not address directly. When this happens, we can design and develop content just for you and then either deliver the program as we would with our existing materials or train your people to roll it out/ retrain your other employees.

Contact us to discuss your specific situation, and we can give you a timetable and price quote.

SAMPLE TOPICS & OTHER SERVICES

- Customer Service for:
 - o Hospitality industry – Hotel, Restaurant, Fast Food , Chain stores
 - o Finance industry
 - o Public/Civil service
 - o Law enforcement
- Train-the-trainer
- Mystery Shopping services (This may be rendered pre or post customer service training)
- Pre-employment background check
 - Recruitment and selection
 - Corporate strategy and policy development
 - Writing & editing
 - Conference/ Seminar services: Interpreting & Translating





FOR FURTHER INFORMATION, PLEASE CONTACT US @:

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