

Providing
Vital Job Skills
to Unemployed
Youth in Pakistan

www.yahogroups.com/groups/ask_vital_jobs



Table of Contents

Lesson 1-Communication skill	1
<ul style="list-style-type: none">• Communication• The communication cycle• Essential Communication skill<ul style="list-style-type: none">○ Knowing your audience○ Effective listing skill○ Courtesy○ Non-verbal communication• Communication barriers• Effective writing skills	
Lesson 2- The Customer service	18
<ul style="list-style-type: none">• Defining the customer service• Who is customer?• Understanding your customer’s Behavioral style• Types of customers• The Customer Service Provider• 15 Ways	
Lesson 3- Telephone Skills	28
<ul style="list-style-type: none">• Telephone Etiquettes• Callers want C.A.S.H• Tips for handling difficult customers• Tips for dealing with abusive caller	
Lesson 4-Articulation-The art of speaking correctly	38
<ul style="list-style-type: none">• Phonics rules• Basic grammar-parts of speech	
Lesson 5-Selling skills	45
<ul style="list-style-type: none">• What is selling• The salesperson• Body language in business: How to sell using your body• Selling techniques• The 5 myths of sales prospecting• 3 step selling technique• Criticisms	
Lesson 6-Office administration	57

- The functions of the office
- Mail service
- Filing system
- Tips to deal with papers
- Organize your office
- Recapturing the important learning
- Action plan

Lesson 1

Communication Skills



Objective:

- Understand what is effective communication
- Learn how to be an effective communicator and listener

Communication

Communication is your door to financial wealth, loving relationships, and all that is good in life. Communication is the most talked about and least understood area of human behavior. Our ability to communicate in so many modes is unique to humans on earth. People who do not have the ability to speak can be wonderful communicators. The loss of one or two senses certainly can impair communication, but it does not have to stop communication. Effective communication is rarely taught and even more rarely learned in our society. Superior communication skills are unquestionably vital to living a life by design.

To communicate effectively, provide data, information, and insight in an exchange that benefits both you and the people you are communicating with.

Communication connects an organization with all its stakeholders:

- Customers
- Employees
- Shareholders
- Suppliers
- Neighbors
- The community
- The nation

Most employers expect you to be competent at a wide range of basic communication tasks, such as Organizing ideas and information coherently and completely expressing and presenting ideas and information coherently and persuasively.

Tying it all together: So you see communication is important in every sphere of your life, whether you choose to work in the customer service, sales, in the front office, the back office or whatever profession you choose to follow.

Successful professionals continue to sharpen up communication skills throughout their careers.

Communication and the Global Market:

In an increasingly inter-dependent world, and with the ever-expanding use of the Internet and E-Mail, there is a new emphasis on effective and culturally relevant communication to present ideas, services, projects or methodology to other parts of Pakistan and rest of the world. Vocabulary plays an important role in that what you say or write and must be clearly and totally understood by people across the globe.

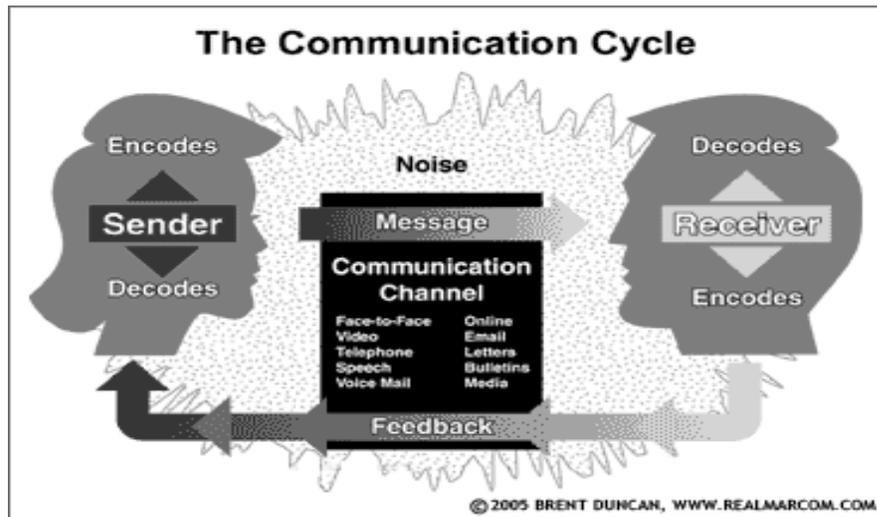
Planning assumes priority in global communication. People across the borders and beyond do not have time to read irrelevant and wordy reports. Precise and specific communication is the order of the day.

Flexibility, positive attitude, readiness to accept criticism and explain the intricacies of the organization, department or project, and the willingness to answer questions and queries are some of the pluses for effective global communication.

What is Communication

Communication is a process that allows the exchange of information by several methods. There are verbal methods, such as speaking or singing, and nonverbal, physical means, such as body language, sign language, touch or eye contact.

The Communication Cycle



Communication can be thought of as a flow and that problems occur when there are deviations or blockages in that flow.

The above exhibit depicts the model of communication. This model is composed of 7 parts:

1. The communication source (*sender*) from which the message comes; it is the actual physical product.
2. The source initiates a *message by encoding* the thought.
3. The message then travels through a channel--the *medium*. The medium is selected by the sender who must decide if the channel is formal or informal.
4. The message is received (*receiver*) and must be *decoded* or translated into a form that can be understood by the receiver.
5. The final link in the loop is *feedback*--which is a check on how successful you have been in transferring your message as originally intended.

Throughout the process, noise can disturb the transmission, receipt, or feedback of a message. Examples of *noise* can include illegible print, phone static, inattention by the receiver, or background of machinery. It is important to remember that anything that interferes with understanding can be noise.

Communication starts with a sender and a receiver. The sender turns ideas into a message. The sender puts the message into a format that the receiver can recognize and understand (encoding). In other words, the sender encodes the message using language, words, pictures, actions or symbols. In interpersonal communications, the message can take the form of written, verbal, and nonverbal communication.

The receiver reconstructs the message into something that resembles the sender’s original idea, a process called decoding.

The manner and degree to which a receiver responds to the message is called feedback. Feedback is an essential step for transitioning from a one-way communication to a two-way approach that can strengthen the connection between sender and receiver. During feedback the roles are reversed with the initial receiver becoming the sender and vice versa.

Essential Communication Skills

The following are essential communication skills:

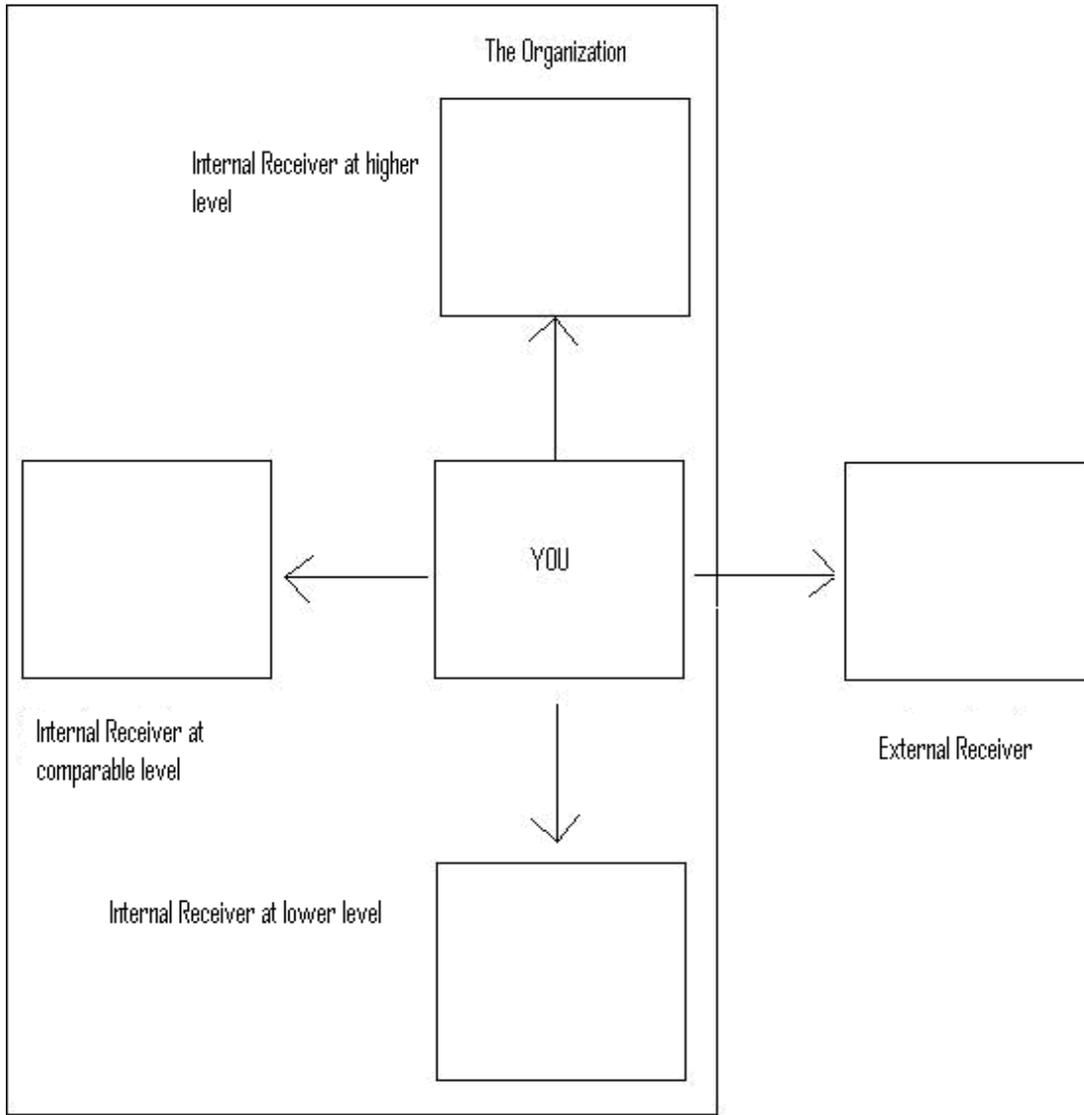
- Knowing your audience
- Effective listening skills
- Courtesy
- Non-verbal communication

Knowing Your Audience

It is important for the sender to know who the target audience is. This essentially helps in encoding the message in the manner that will be most suitable for them to easily decode then message hence creating a smooth communication process.

Position in the organization

Exhibit 1-2 is a model of your relationships with the different receivers within an organization. Fill in each block with the name or title of a person to whom you write and/or speak to. Then think of the differences between the four types of readers in terms of those specific people and consider your social and political relationship with each.

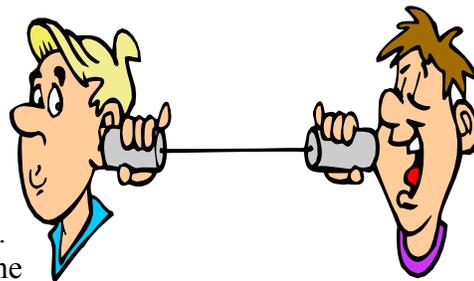


Effective Listening Skills

We possibly spend more time using our listening skills than any other kind of skill. Like any other skill, listening takes practice.

Real listening is an active process that has five basic steps.

- **Sensing** is physically hearing the message and taking note of it. Interfering noises, impaired hearing, or inattention can block this reception. Tune out distractions by focusing on the message.
- **Interpreting** is decoding and absorbing what you hear. As you listen, you assign meaning to the words according to your own values, beliefs, ideas, expectations,



roles, needs, and personal history. The speaker’s frame of reference may be quite different, so the listener may need to determine what the speaker really means. Increase the accuracy of your interpretation by paying attention to non-verbal cues.

- **Evaluating** is forming an opinion about the message. Sorting through the speaker’s remarks, separating fact from opinion, and evaluating the quality of the evidence require a good deal of effort, particularly if the subject is complex or emotionally charged. Avoid the temptations to dismiss ideas offered by people who are unattractive or abrasive and to embrace ideas offered by people who are charismatic speakers.
- **Storing** a message for future reference. As you listen, retain what you hear by taking notes or making a mental outline of the speaker’s key points;
- **Responding** is acknowledging the message by reacting to the speaker in some fashion. If you’re communicating one on one or in a small group, the initial response generally takes the form of verbal feedback. If you’re one of many in an audience, your initial response may take the form of applause, laughter, or silence. Later on, you may act on what you have heard. Actively provide feedback to help the speaker refine the message.

Listening is a gift you can give to anyone at any time. It doesn’t cost you a cent, but it is priceless as a learning tool and as a gesture of respect for the person with whom you are communicating.

Emotional Processes (Filters) in Listening:

Filters are the thoughts and ideas that influence our judgments, behaviors, and decisions on a daily basis. You develop these filters from family experiences, work experiences, childhood, and education, religious and personal experiences.

Some of these filters are:

- **Assumptions:** Holding opinions about the person or the situation without knowing the facts
- **Attitudes** (ideas that originate from your work, and non-work experiences): Difficult to change. Attitudes are developed by the time you reach the age of five.
- **Beliefs** (view points on life etc.)
- **Expectations:** What do you believe will happen, or what do you want to happen at work, home, or with people you know.
- **Images of the future:** How do you perceive your world?
- **Interests:** How do the things you find most pleasurable, relaxing, or fulfilling, influence you? What happens to your communication with people when they share your interests?
- **Memories:** What has happened to you in your own life that colors the information you receive from someone else.

- **Past experiences:** How do your previous life experiences influence your behavior today?
- **Physical environment:** What in this environment distracts you or comforts you? How is your communication influenced by heat, cold, noise, and other factors?
- **Prejudices:** What biases do you possess that stem from your family background, religion, racial and cultural setting, political background, socio-economic background etc.
- **Values:** What strong principles do you hold that derive from your beliefs, family background, and physical background etc?

Active Listening Behaviors:



Tips for being a good listener

1. **Make Eye Contact:** Give your full attention on the person who is speaking. Don't look out the window or at what else is going on in the room.
2. **Be Focused:** Make sure your mind is focused. It can be easy to daydream if you think you know what the person is going to say next, but you might be wrong! If you feel your mind wandering, change the position of your body and try to concentrate on the speaker's words.
3. **Avoid Interrupting the Speaker:** Let the speaker finish before you begin to talk. When you interrupt, it looks like you aren't listening, even if you really are.
4. **Don't Over Talk:** Let yourself finish listening before you begin to speak! You can't really listen if you are busy thinking about what you want to say next.

5. **Listen for main ideas:** The main ideas are the most important points the speaker wants to get across. They may be mentioned at the start or end of a talk, and repeated a number of times. Pay special attention to statements that begin with phrases such as "My point is..." or "The thing to remember is..."
6. **Ask questions:** If you are not sure you understand what the speaker has said, just ask. It is a good idea to repeat in your own words what the speaker said so that you can be sure your understanding is correct. For example, you might say, "When you said that no two zebras are alike, did you mean that the stripes are different on each one?"
7. **Give feedback:** Sit up straight and look directly at the speaker. Now and then, nod to show that you understand. At appropriate points you may also smile, frown, laugh, or be silent. These are all ways to let the speaker know that you are really listening. Remember, you listen with your face as well as your ears!

One of the best ways to increase your listening skill is to emulate the listening behaviors you most admire in others.

Courtesy

Courteous messages help to strengthen present business friendships and make new friends. Courtesy stems from sincere you attitude. It is not just politeness with lots of thank-you's and pleases'. It means:

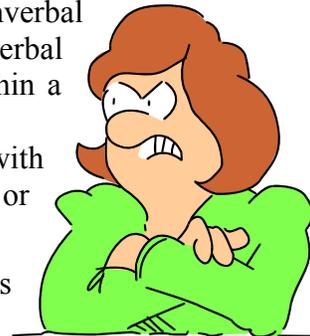
- Being sincerely tactful, thoughtful, and appreciative
- Avoid expressions that hurt, irritate, or demean
- Apologize good-naturedly

Non-verbal Communication

Nonverbal communication is the process by which nonverbal behaviors are used, either singly or in combination with verbal behaviors, in the exchange and interpretation of messages within a given situation or context

You express yourself with positive body language whenever with your nonverbal communicator's help you express, emphasize, or enhance your communication skills as a speaker or listener.

Positive body language always stimulates and heightens communication.



Functions of Nonverbal Communication:

- Complementing: adding extra information to the verbal message
- Contradicting: when our nonverbal messages contradict our verbal messages
- Repeating: used in order to emphasize or clarify the verbal message
- Regulating: serves to coordinate the verbal dialogue between people

- Substituting: occurs when a nonverbal message is transmitted in place of a verbal message
- Accenting: emphasizing a particular point in a verbal message

"Silence speaks louder than words"

Body language is a term for communication using body movements or gestures.

1. **Facial expressions:** They are a key part of non-verbal communication. Frowning, smiling, looking happy are indicators of how a person is feeling.
2. **Gestures:** Some people use gestures, these include pointing and/or using the hands and body to keep time with the speech and to emphasize certain words or phrases.
3. **Eye contact:** Eye contact is an essential part of communication. Without it the receiver will feel isolated and unlikely to relate to the sender in a meaningful way. Eye contact is essentially considered a positive form of body language, however used incorrectly it can become negative. Cultural norms and differences must be considered in determining proper eye contact.

COMMUNICATION BARRIERS

Differences in Perception

There is a constant influx of information: sights, sounds, scents, and so on. As senders, we choose the details that seem important and focus our attention on the most relevant and general, also known as selective perception. As receivers, we try to fit new details into our existing pattern. If a detail doesn't quite fit, we are inclined to distort the information rather than rearrange the pattern.

Language Barriers

Words can have more than one meaning and therefore can be interpreted in more than one way within a language. In communication it is important to use words that your audience (receivers) can understand.

Poor Listening

Lack of attention from the receiver is often identified as one of the most common barriers in communication. People sometimes drift off or start daydreaming.

Different emotional states

An upset receiver tends to ignore or distort what the other person is saying or an upset sender maybe unable to present feelings and ideas effectively.

Different backgrounds

Age, education, gender, social status, economic position, cultural background, temperament, health, beauty, popularity, religion, political belief, even a passing mood can all separate one person from another and make understanding difficult.

Activity

Think and then list your personal communication barriers.

Being aware of obstacles that negatively impact your listening can help you eliminate these roadblocks or substantially reduce their impact.

Activity

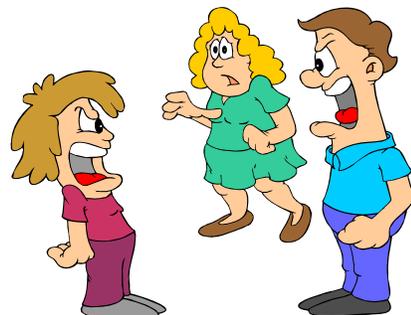
With your partner discuss ways you can overcome your communication barriers.

Defining Your Communication Style

Whether it’s your first day on the job or your 10th anniversary it is important to understand what your communication style is and how it is interpreted by others to avoid misunderstandings and miscommunication. The goal should be to communicate in an assertive manner.

Generally, there are 4 styles of communication.

- 1. Passive
- 2. Aggressive
- 3. Passive aggressive
- 4. Assertive



A **Passive** person tends to avoid conflict at all costs. The passive person internalizes discomfort rather than risking upsetting others. Hence the result is a lose-win situation and feelings of victimization, resentment, and a loss of a sense of control.

Anyone using this style in most of his daily interpersonal communications believes that other peoples’ needs are more important than his and if he speaks up people will ignore or reject him. This causes low self-esteem which further causes inability to judge personal needs and knowing how to meet those needs appropriately.

On the other hand an **Aggressive** person creates a win-lose situation and uses intimidation and control to get his needs met and is hurtful and disrespectful to others while communicating. He believes that power and control are the only way to get his needs met. This person operates from a sense of inadequacy and probably has lack of empathy for others.

The **Passive-Aggressive** person is an integration of elements of both of the previous styles. He tends to use procrastination, forgetfulness, and intentional inefficiency rather than being direct in his communications with others.

The **Assertive** person is direct with the goal of creating a win-win situation. This style respects one’s own rights and opinions, as well as those of the other person. This individual operates from the belief that everyone is responsible for solving their own problems, and neither party in communication has to justify themselves to each other. This person takes responsibility for his own decisions and actions.

Activity

Below is a checklist of the different types of behavior to determine your communication style.

Aggressive Communication

- You like to choose and make decisions for others
- You are brutally honest
- You are direct and forceful
- You participate in a win-lose situation only if you’ll win
- You demand your own way
- Others view you in a communication exchange as angry, vengeful, distrustful and fearful
- You believe that you have to put others down in order to protect yourself

Passive Communication

- You allow others to choose and make decisions for you
- If you get your own way, it is by chance
- You feel anxious, ignored, helpless, manipulated and angry at yourself and others
- Others achieve their goals at your expense
- Others feel superior or guilty and frustrated with you
- You believe that you should never make anyone uncomfortable or displeased except yourself

Passive-Aggressive Communication

- You manipulate others to choose your way
- In win-lose situations you will make the opponent look bad or manipulate it so you win
- If you don't get what you want you will make negative remarks and be the victim
- You feel confused, unclear on how to feel, you're angry but not sure why. Later you possibly feel guilty
- You believe that you need to fight to be heard and respected. If that means you need to be manipulative, be passive or aggressive, you will be.

Assertive Communication

- You choose and make decisions for yourself
- You convert win-lose situations into win-win situations
- You are willing to compromise and negotiate
- Others view you with respect, trust and understand where you stand
- Others feel value and respected
- You believe that you have a responsibility to protect your own rights. You respect others but not necessarily their behavior

Strategies for Developing Assertive Communication

- Think before you speak. Take a few seconds to make sure you are conveying the right message, and in the way you want to convey it.
- Don't apologize if it's not warranted.
- Remember it is ok to say “no”.
- Remember everyone is entitled to an opinion, and don't try to convince others that yours is the “right” one. Also know that you don't have to apologize or make excuses.

Tips on Adopting Passive Behavior

- Be patient – learning new behaviors takes time, and it will feel awkward at first.
- Practice leads to improvement.
- Expect some resistance from others.
- Becoming assertive may never feel as comfortable as being passive or aggressive, if that's your learned style, but the rewards are worth the effort.

Effective Writing Skills



Writing is the process of communication in which words, ideas, and emotions travel from one mind to another. The writer begins the cycle and the reader completes it. If as a writer you can get your readers to understand and respond to your memos, letters, proposals and reports you will be more effective in your job.

Nearly all business writing is done for one or more of three main purposes:

- To present ideas, recommendations, or decisions
- To explain something
- To persuade others to agree with you or to join you in undertaking some action

It’s always important to understand your purpose before you begin. To identify your purpose and make it explicit, ask yourself: What do I hope to achieve, and why?

Once you’re determined your main reason for writing, you can address other purposes by asking yourself the journalist’s questions: who, what, when, where, why and how:

- To whom am I writing and about what?
- What times and places matter?
- Why do I think this is a good idea and how can I make it come about?

You need to answer these questions as well as you can.

Activity

Think and then list your personal communication barriers.

Being aware of obstacles that negatively impact your listening can help you eliminate these roadblocks or substantially reduce their impact.

Activity

With your partner discuss ways you can overcome your communication barriers.

Successful Communication in the Workplace in 7 Easy Steps

Effective communication in the workplace can be difference between success and failure however with so many people with different personalities and varying levels of understanding - communication can be difficult and can often lead to misunderstanding.

Here are some practical steps that you could follow make your communication effective:

1. Give instructions clearly

You will save time by taking time to give even the simplest instructions clearly and making sure they are understood. Invite people to ask questions. It's more productive if a task is understood from the start rather than you having to go back and doing the work again because it was incorrectly done the first time.

2. Be constructive, not critical

Supervisors can be overly critical because of stress and tight deadlines. This then travels down the line.

People sometimes are harshly criticized for taking initiative or for their decision especially if the outcome is not a desired one. No wonder then most people don't take initiative which off course can be counter productive.

The natural response of the person being criticized is to switch off and not listen. Nobody learns anything.

However, when employees are empowered to make some decisions themselves, managers get more time to do their own job and help business move in the right direction. In order for this to work, you must make people feel safe to explore alternatives, give suggestions and ask questions.

Supervisors also need to make sure that they ask the right questions to inspire their employees and help them to think through solutions.

3. Let people know the 'bigger picture'

People work harder and smarter if they know how the work they're doing contributes to the overall objectives of the organization or an end product.

4. Communicate messages effectively

Workplaces often have many people working there. Messages must be conveyed efficiently through whichever medium: face-face, telephone, e-mail etc.

If you have a message to pass on, make sure you do it accurately, to the right person and in a timely manner. If the message is long then type it rather than relying on your memory.

5. Give people freedom to organize at least some work

If people are clear about their role and what needs to be done, they can set a list of priorities for accomplishing their work. This motivates people to work hard and more efficiently because they understand what has to be done.

6. Make expectations clear

Set clear dead lines. For example say: "So, am I right in thinking that the project will be completed by the end of today?"

Then, if people anticipate a problem, they have the opportunity to tell you. That will give you the chance to help them.

7. Treat people like individuals

People have different needs and different personalities. People react differently to situations. It's good if you can find out what approaches work well for your colleagues and employees; that way, you will get the most out of each interaction and everyone will be happier.

It all boils down to communication skills. It's completely your responsibility for making yourself understood no matter how many times you have to try and it's the other person's responsibility to let you know when they don't understand something: communication in the workplace depends on it.

Recapturing Main Points

1. What is communication?

2. What are the essential of communication skills?

3. List traits of the Assertive communicator.

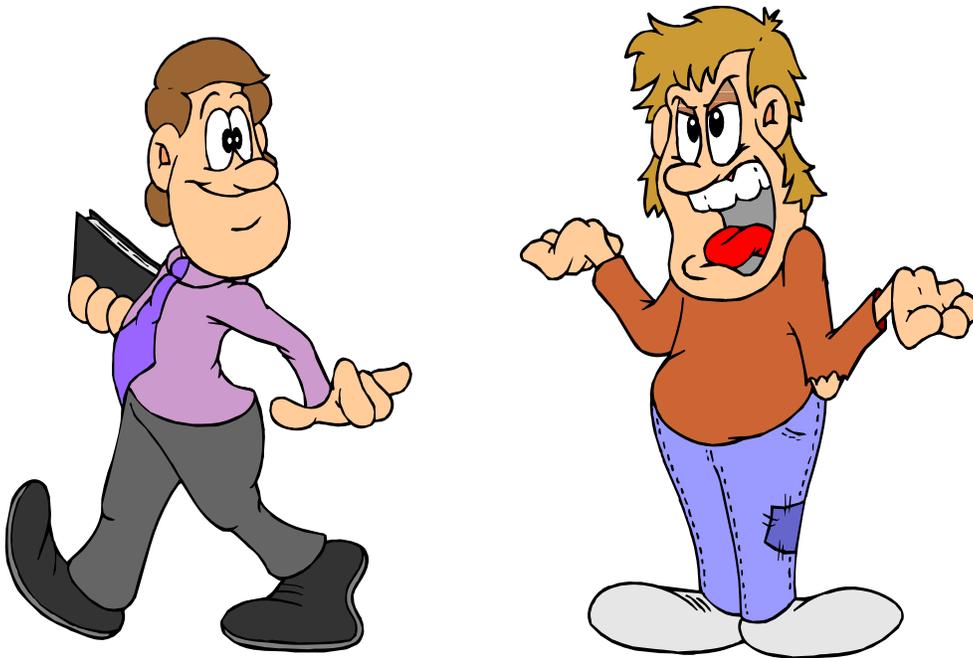
4. List some of the common communication barriers?

Action Plan

Essential Skills	My Rating (I am currently at) 1, 2, 3, 4, 5 (5 being the highest)	Steps to Improve	Completion Date
Listening			
Knowing your Audience			
Courtesy			
Non-verbal Communication			

LESSON 2

THE Customer Service



OBJECTIVE:

Understanding role of CUSTOMER SERVICE PROVIDER (CSP) in delivering quality service to the all-important customer

Customer Service

Defining the Customer Service

It is a process of making an emotional connection, serving quickly and on customer’s terms. When service exceeds more than expectations, creates partnership. It is also called customer service. Customer service/care is used to describe the process of taking care of our customers in a positive and professional manner.

Traditional Definition	Exceptional Customer Service
1. Satisfying the customer	1. Exceeding their expectation even their expectation are rising
2. Do it when we can	2. Do it now
3. Competing with customer	3. Connecting & caring

Who is Customer?

There are two types of customers; internal and external.

An **internal** customer is “anyone you count on or rely upon to complete a task or a function or to provide you with information so that you can get your job done...and anyone who counts on you to complete a task or function or to provide them with information so that they can get their job done.” (Rosenberger, 1998)

External customers are the company’s clients. They are people who purchase the products the company produces.

Customer Needs

When customers rely on you to answer questions, resolve problems, provide products and services, or fulfill their needs; they have some specific expectations. Customers want the following when working with a “customer service provider” (CSP):

1. Speedy service
2. Courteous service
3. Consistent service
4. Careful listener
5. A knowledgeable CSP
6. Expert advice
7. Faultless transactions

If you are a customer at a departmental store what you will expect from CSA?

.....

.....

.....

.....

.....

Understanding Your Customer's Behavioral Style

All customers are different, and each one has a unique behavioral style. Accurately recognizing and responding to customer's style increases customer satisfaction. Let us

consider an example:

Case Study

Kiran works for the Global Warehousing as a CSP. Today, she received several calls from customers who had not received their orders. She knew that shipping department was busy with orders and had also experienced computer problems. She was careful not to mention the computer problems to the customers. Mrs. Javed called and asked about her order. She said; "I placed my order on the 9th, and I was promised a delivery date of the 17th. It's now the 19th and I haven't received my order." Kiran explained to Mrs. Javed that orders were running three days behind and that her order would arrive on the 20th. Kiran also apologized for the delay. Mrs. Javed wasn't satisfied. She asked; "What caused the delay?" Kiran explained that her company had been flooded with orders. Mrs. Javed wanted to know why. Kiran explained that demand was very high for their products. Mrs. Javed seemed satisfied with the explanation. Kiran's next call was from Mr. Wahid. Mr. Wahid wanted to know where his order was. Kiran explained the shipping delay and that his order would arrive on the 17th. Mr. Wahid said thank you and he hung up. These two customers had the same need, but they required different responses to be satisfied.

Kiran spent more time with Mrs. Javed than she did with Mr. Wahid. Mrs. Javed's behavior is referred to as analytical while Mr. Wahid's behavior is assertive. CSPs need to recognize these different customer behaviors and know how to respond to each.

Everyone is unique and no two customers will behave the same. Most people exhibit a blend of behavioral styles depending on the situation or under varying circumstances. But most people tend toward one behavioral style on majority of the time. Learning to recognize the characteristics of each style will help prepare you to respond in the most effective way for each customer.

<p>What did you learn from this case?</p> <p>.....</p>

Types of Customers

The Analytical Customer

Analytical customers are sometimes called thinkers. They are detail-oriented. This type of customer is motivated by accuracy. Mrs. Javed, in our previous example, wasn't satisfied knowing her order would arrive the next day; she wanted details on why it was delayed.

Characteristics of the Analytical Customer

- Needs a lot of information before making a decision
- They want are concerned more with facts and figures than with people
- S/he focused on the business side of things not the social or relationship side
- Tends to be quiet and more introspective
- S/he is a good listener
- Doesn't like to be rushed
- Prefers an organized approach to things
- Is patient

Have ever interacted with any analytical customer? If yes describe his/her in your words:

.....
.....
.....
.....
.....

The Assertive Customer

Assertive customers are often called drivers or directors. As an assertive personality, Mr. Wahid is result-oriented and details are of less importance to him. Assertive customers are motivated by action and results and are considered more difficult to. They are sometimes so directness and abrupt with their requests and statements that CSP's sometimes think they are angry.

Characteristics of Assertive People:

- They want and usually demand action
- They are very direct and to the point in their statements
- S/he makes it clear what they want
- They lack patience
- Use a faster rate of speech
- Are quick to make decisions
- At times seem rude
- Their focus is on results, not on relationships
- Always wants answers now!
- They do not want to be bothered with the details

Describe an assertive customer:

.....

.....

.....

.....

When dealing with Analytical Customer:



- You should be very accurate
- Discuss the relevant details of the situation
- Don't rush. Remember this customer needs time to think before making a decision
- Present your services in logical and concise terms
- Answer questions with appropriate details
- Don't expect much social conversation
- If you are assertive, slow down a little
- Listen to their needs

When dealing with Assertive Customer:

- Keep in mind the assertive customer wants action and results
- You may have to speed up the pace of the conversation
- Provide only relevant details
- Don't mistake the assertiveness you hear for anger
- Be direct and get to the point quickly
- Don't expect much social conversation
- Don't be offended by the abruptness you hear, remember that they are more interested in efficiency than personal pleasantries.

The Customer Service Provider (CSP)

CSP is the person who looks after the interests of the customers whether they are internal or external.

Being customer's primary contact, CSP's help project the company's image and play an important role in building long term customer relationships. In order to effectively perform this demanding assignment, a CSP has a number of responsibilities. A successful CSP must handle a large number of clients/customers both in person or on the phone,

must respond quickly and accurately to recognize and fulfill customers' needs, and show a high level of professionalism at all times.

How to be effective CSP?

To be successful in this demanding and challenging profession, a CSP must possess multitude of skills and attributes. Some of these include:

- The ability to provide quality service to each and every customer, at all times
- Correctly determine customer’s behavioral style i.e. assertive, analytical, etc.
- Communicate effectively and efficiently with customers
- Maintain a positive attitude throughout his/her shift



With practice, training, and personal commitment CSPs can quickly learn these skills to become effective customer service providers. Mastering these skills will:

- Increase customer satisfaction as well as yours
- Help project a positive image of your company
- Make an extremely demanding job less difficult
- Help reduce on-the job stress

What immediate steps you will take to be a star CSP?

.....

.....

.....

.....

.....

Your Behavioral Style

Just like the customers, you also have a distinct behavioral style. You may typically display an assertive or analytical behavior. What role does this play in your relationship with customers?

If you're assertive you should:

- You should slow down during conversations with customers
- Give the customer time to reflect on what you have told them
- Speak slowly when necessary to allow them time to consider
- Listen closely for any non verbal signals to get the full meaning of what the customers are saying
- Allow the customer to talk

As an assertive person, you are motivated by immediate action. Unless your customer is

also assertive he or she will be less focused on action and more interested in accuracy. You have to modify your behavior to satisfy the customer

If you're analytical you should:

- Speak a bit faster during conversations
- Understand that many customers are not detail-oriented

As an analytical person, you focus on accuracy. Your customer may want action. To satisfy the customer, you will have to modify your behavior to match theirs.

The Quality Contact

- A quality contact with the customer includes:
- Fulfilling and exceeding customer needs
- Professionally managing the transaction/customer call
- Provide round the clock courteous service to every customer
- Providing accurate information regarding company products and services
- Controlling the duration of the transaction/ customer call
- Having and exhibiting excellent product and service knowledge

First Impression Matters

In a typical situation or transaction, a CSP gets only one chance to satisfy the customer. When the customer makes a specific request, the CSP must satisfy it.

When customers meet knowledgeable, professional, customer-focused CSPs, their perception of your organization becomes a positive one. If the customer's experience is less than satisfactory, the perception is negative.

15 Ways to Deliver Stand-Out Customer Service-All Year Long!

- 1. Be Committed** — Make a personal commitment to provide superior service to every customer.
- 2. Be Friendly** — Always greet customers warmly — with a smile on your face and in your voice.
- 3. Be Fast** — Don’t keep customers waiting. Respond quickly in person, on the phone and in any contact you have with your customers.
- 4. Be Flexible** — Saying “No” is easy ...instead, think through and investigate alternative solutions to meet your customers’ needs.
- 5. Be Focused** — Give your undivided attention to every customer — whether they’re the first of the day or the last.
- 6. Be Familiar** — Know all of your organization’s procedures and policies — so you can handle customer transactions with minimum error and delay.
- 7. Be A Problem-solver** — Always adopt a problem-solving attitude when you handle customers’ complaints and inquiries.
- 8. Be Direct** — Communicate effectively with your customers. Speak clearly, correctly and slowly. Avoid using industry jargon. Remember to listen.
- 9. Be Thorough** — Always follow-up with your customers. Nothing is more important than delivering on your promise.
- 10. Be Consistent** — Treat all customers equally well. Be thoughtful and courteous to every customer, so you won’t be tempted to react to their age, sex, race, nationality, accent or the size of their account.
- 11. Be Pro-Active** — Anticipate the needs of your customers and impress them by providing solutions before they ask.
- 12. Be a Team Player** — Partner with your customers and co-workers — to make every interaction a positive one.
- 13. Be Thankful** — Remember to thank each customer for their business.
- 14. Be Happy** — Fight on-the-job stress with a good laugh. Keep calm, cool and collected and enjoy the work you do.
- 15. Be the Best!** — Strive to provide top-notch service — so your customers do repeat business with your company!

16. Add more tips from your own experience:

.....

.....

.....

.....

.....

Recapturing the Important learning

1. Define the customer service

.....
.....
.....

2. Who is customer and define its types?

.....
.....
.....

3. What customer wants from the customer service provider?

.....
.....
.....

4. Define the customer service provider and list his/her characteristics

.....
.....
.....
.....
.....
.....

5. Tips for customer service satisfaction

.....
.....
.....

6. One thing that can make your service excellent

.....
.....
.....

Action Plan

S. No.	What kind of CSP do you want to be?	Steps for Improvement	Deadline
1.			
2.			
3.			
4.			
5.			

Lesson 3

Telephone Skills



Objective

To equip participants with the correct knowledge and skills to manage customer calls successfully.

Telephone Etiquettes



We live in an era where the customer is a king or queen and the increasingly competitive business world the telephone is an increasingly cost-effective way to communicate.

Gone are the days when customers were thought of as an interruption or that answering their query were doing them a favor. Nowadays all major companies have established their call centers and customer support service support centers to provide over-the-phone good quality customer service.

Telephone etiquettes are to ensure a quality call is provided to the customer and it is based on the following:

- Satisfying customer needs based on company policies
- Extending courteous service
- Controlling the duration of the phone call
- Demonstrating excellent product and service knowledge

In order to guarantee that every phone call is a ‘quality call’ the following telephone etiquettes apply:

1. Have pens, pencils and notepaper handy.
2. Smile as you pick up the phone.
3. Assume your "telephone" voice, controlling your volume and speed.
4. Project a tone that is enthusiastic, natural, attentive and respectful.
5. Speak clearly.
6. Always speak calmly and choose your words naturally.
7. If there is a problem, project a tone that is concerned, empathetic, and apologetic.
8. Avoid the Five Forbidden Phrases.
 - a. "I don't know"

Instead, say: "That is a good question; let me find out for you" or offer to connect the caller with someone who could provide the answer.

- b. "I/we can't do that."

Instead say: "This is what I/we can do."

- c. "You'll have to"

Instead say: "You will need to" or "I need you to" or “Here’s how we can help you.”

- d. "Just a second/moment"

Instead: Give a more honest estimate of how long it will take you and/or let them know what you are doing.

e. "No."

Instead: Find a way to state the situation positively.

10. Use "**LEAPS**" with the emotional caller to vent.

L Listen; allow the caller to voice his/her concern or displeasure.

E Empathize; acknowledge the person's feelings

A Apologize when appropriate, even if the problem is not your fault, you can say, "I am really sorry this has happened" and mean it.

P (Be) Positive in dealing with the angry caller

S Solve; suggest/generate solutions that you can both agree on and/or ask what you can do to help and, if reasonable, do it! If not, find a compromise.

11. Thank the caller for calling

What is the purpose of smiling as your answer the call even though the customer cannot see you?

Satisfying Customer Needs based on Company Policy

Satisfying customer needs not only means solving a customer's problems but giving her/him answers that is satisfactory to her/him. **Caution:** if a customer's satisfaction is dependent on a request which is against company policy the company policy will take precedence.

Extending Courteous Service

Courtesy, **as discussed in Lesson 1 is an essential part of communication**; over the telephone in the absence of facial expressions the job is tougher as the only communication link between the representative and the customer are their voices. Hence the tone and volume of your voice are the tools you need to polish to ensure that you convey the correct message to the customer.

The voice tone is a powerful tool, which can be used to calm angry customers and convey to assertive customers what is and is not possible according to company rules and regulations.

Tone Exercise

1. Please read each statement below emphasizing the bold words and notice how the meaning changes with each statement.

I never said he stole Money.
I **never** said he stole Money.
I never **said** he stole Money.

I never said **he** stole Money.
I never said he **stole** Money.
I never said he stole **Money**.

2. Tone (Listening) Exercise:

Each participant selects one “intended meaning” for their assigned statement, and then reads the statement aloud to others. Other members will check the letter thought to represent the meaning intended by the reader.

1. “I have been waiting for you for two hours”

- a. Unfortunately, now it is too late.
- b. I was afraid because I was alone.
- c. I am really impatient with you.
- d. I really don’t care if you come or not.

2. “I am so glad you called”.

- a. You are just the person I want to talk to.
- b. I was afraid it might be someone else.
- c. I am really impatient with you.
- d. I am not happy that you called.

3. “I really appreciate what you did”

- a. I did not appreciate it at all.
- b. I feel I have to say this
- c. Because things were really going poorly
- d. What you did was exactly what I wanted

4. “Let me get back to you in this”.

- a. Because I think I can get more information for you
- b. I am fed up with talking to you
- c. I don’t want you calling anyone else.
- d. I don’t know what to do.

5. “I really need this problem solved”.

- a. I am very upset
- b. I need your help
- c. You had better do something because I am desperate
- d. Actually I don’t care if you solve this or not.

6. “I am not leaving until I get satisfaction”.

- a. I am determined to get satisfaction
- b. I will bet be put off
- c. I have a lot of time so I can wait

7. “How long do you take to fill an order”?

- a. I have waited long enough already
- b. You are awfully slow
- c. When can I expect my order?
- d. Its ok if you are late.

8. “You finally understand what I said”.

- a. You are so stupid to have taken so long?
- b. I am so glad you understand me now.
- c. But you still do not understand the whole situation.
- d. It is about time you understand.
- a. Not just part of it.

9. “I need all this information now”

- b. Do not give it to anyone else.
- c. I don't care about the information
- d. I must have it.

11. “I am tired of complaining about this situation”

- a. I am afraid I will not get an answer in time.
- b. I have called a number of times already.
- c. I really don't care about this.
- d. You had better do something about it now.

12. “It has been a real experience dealing with you on the phone”

- a. I have learned a lot.
- b. I hope I never have to do this again
- c. You are so very interesting
- d. I need practice dealing with clowns like you.

10. “This is special request”.

- a. It is not a regular request.
- b. It demands top priority.
- c. I am happy to be asking for this.
- d. I want special treatment.

Controlling the length of the Call

Questioning techniques play a vital role in controlling the length of the call as the product knowledge.



Open and closed questions

Closed questions focus the conversation and require a short response. Did, can, have, do, will, would and is are words that begin closed questions.

- Customer: I cannot make any outgoing calls or sent SMS.
- Closed question: Do you have credit?

Open questions are exploratory and used to determine customer needs. They begin with how, when, why, what, who, and where.

Customer: I do not know the model of my Samsung mobile but I need instructions to send an SMS.

Open question: I need the model of your mobile to give instruction please describe what your mobile looks like?

Discuss which questioning technique you will use for which type of customer and why?

Analytical.....
.....
.....

Assertive
.....
.....
.....

Confused
.....
.....
.....

Customers hate being asked the same question more than once. Unfortunately it's all too typical. It usually goes like this:

CSP: Good morning, technical supports. How may I help you?

Customer: This is Maria Khan calling. I downloaded the specifications on your laser printer but I have some questions.

CSP: Did you purchase one of our laser printers?

Customer: No, not yet, I'm thinking about buying one.

CSP: Our website covers our laser printers in considerable detail. Did you take a look at it?

Customer: That’s where I downloaded the specifications.

CSP: Oh. How can I help you?

Customer: I have some questions regarding your printer’s graphics capability, and I need more information on your rebates.

CSP: I think you need to talk with sales. I'll transfer you. May I have your name?

Customer: Maria Khan. Why can't you help me?

CSP: I only deal with technical matters and questions. Salespeople handle questions regarding rebates and pricing.

Customer: I have questions regarding the printer’s graphics capability.

CSP: Oh. I didn't understand that. First, can I get your customer number?

Customer: I don't have a customer number. I haven't purchased anything yet. I just have a few questions about the printer’s graphics capability. I feel like I'm going; in circles here!

CSP: Oh, I'm sorry. What questions do you have?

Identify the fault(s) in the CSP’s questioning technique

.....
.....
.....
.....
.....
.....
.....

Demonstrating Excellent Product and Service Knowledge

Absence of product and service knowledge is not only unprofessional but painful for both the customer and the representative. It is one of the biggest contributors to the final solution presented to the customer and therefore a vital factor in the resulting satisfaction and dissatisfaction of the customer. It can satisfy a dissatisfied customer and vice versa!

Callers want C.A.S.H.

Convenience Minimum effort

Action Results are required (people don’t often make calls out of idle curiosity; they generally need something; they expect action)

Speed - The call is answered promptly
 - They get through to the right person easily
 - Their call is treated with urgency
 - The call results in immediate action

Hassle-free

Calls are often made because there is a problem; the caller wants you to take responsibility and to deliver results in a hassle-free manner

TIPS for Handling Difficult Callers

- While the customer is talking take notes. It saves you(CSP) from asking the customer to repeat the information
- Pay attention to verbal and vocal signals of the customer to better understand the caller.
- Be careful not to ask too many questions or the same question more than once
- Acknowledging the customer’s concerns will diffuse the situation.



Tips on dealing with the abusive caller

1. Quietly count to 10.
2. Speak calmly.
3. Politely ask the caller to speak slowly and clearly.
4. Keep a picture that helps you to stay calm in front of you like a peaceful scene.
5. If a call continues to get worse, escalate it to your supervisor.
6. Ask the caller to refrain from using abusive language, if that's permitted.
7. De-stress after a rough phone call by deep breathing.

Recapturing Main Points

1. Why are telephone etiquettes important?

2. What does LEAPS stand for?

3. Give one example for an open-ended question and one example of a closed-ended question.

4. What are the essentials of a good quality call?

Action Plan

Telephone Skills	My Rating 1, 2, 3, 4, 5 (5 being the highest)	Steps to Improve
Courtesy		
Questioning ability		
Memory (to remember product and service knowledge)		
Voice Tone and volume		

Lesson 4

Articulation – The art of speaking correctly



OBJECTIVE

To improve the participants’ word pronunciation and sound articulation, thus enabling them to communicate effectively and clearly in the English language.

Among other communication barriers, your inability to speak clearly or articulate your speech can cause miscommunication and lead to workplace conflict. In order for communication to be effective the words must be spoken in a very clear and concise manner which others can understand without distorting the message.

Articulation is the process by which sounds, syllables, and words are formed when your tongue, jaw, teeth, lips, and palate alter the air stream coming from the vocal folds.

Articulation is important as the quality of our lives is affected by the adequacy of our speech.

Phonics Rules



The vowels are "a, e, i, o, and u"; also sometimes "y" & "w". This also includes the diphthongs "oi, oy, ou, ow, au, aw, oo" and many others.

The consonants are all the other letters, which stop or limit the flow of air from the throat in speech. They are: "b,c,d,f,g,h,j,k,l,m,n,p,q,r,s,t,v,w,x,y,z,ch,sh,th,ph,wh, ng, and gh".

Activity

Short Vowels and Consonants

This pronunciation exercises combines words beginning with the same consonant sound followed by similar vowel sounds.

ih - pronounced 'ih' as in 'hit'	ee - pronounced 'ee' as in 'see'	eh - pronounced 'eh' as in 'let'	ae - pronounced 'ae' as in 'cat'
Big	Beat	Bet	Bat
Pig	Peep	Pet	Pat
Did	Deal	Death	Dad
Tip	Teeth	Tell	Tap
Gill	Gee!	Get	Gap
Kill	Keep	Kept	Cat
Sip	See	Set	Sat
Zip	Zeal	Zeppelin	Zap
Ship	Sheet	Shelf	Shaft
Gin	Jeep	Jell	Jack
Chip	Cheek	Chess	Chat
Hit	Heat	Help	Hat

Long Vowels and Consonants

This pronunciation exercises combines words beginning with the same consonant sound followed by similar vowel sounds.

'long ah' as in 'heart'	'short ah' as in 'got'	Sergeant	saw
Bar	bought	Zagreb	Zola
Par	paw	Sharp	shawl
Dark	dot	John	jot
Tar	taught	Charred	chocolate
Garth	got	Heart	hop
Carpet	caught		

U Sounding Vowels

This pronunciation exercise teaches the different sounds of the vowel ‘U’ and that the vowel sound ‘U’ occurs in words with ‘oo’ in the spelling.

'uh' as in 'put'	'uh' as in 'up'	'oo' as in 'shoe'
Butcher	But	boot
Put	Pup	poof!
(none)	Duck	do
Tokay	Tough	tooth
Good	gulp	Google
Cook	Cup	cool
Soot	supper	suit
(none)	(none)	zoom
Shook	shut	shoot
(none)	jump	June
Churn	Chuck	choose
Hook	Hup!	who

A Diphthong

The following series of pronunciation exercises combines words beginning with the same diphthong sound followed by similar diphthong sounds.

'ay' as in 'day'	'ai' as in 'die'	Say	Sigh
Bay	Buy	Zany	Zaire
Pay	Pie	Shape	Shy
Day	Die	Jake	Jive
Table	Tie	Chase	Child
Gay	Guy	hey!	Hi
Cake	Kite		

O Diphthong

The following series of pronunciation exercises combines words beginning with the same diphthong sound followed by similar diphthong sounds.]

'ou' as in 'home'	'ow' as in 'house'	'oi' as in 'boy'
Bowl	Bow	Boy
Pope	pow-wow	Poise
Don't	Dow	Doily
Toe	Towel	Toy
Go	Gouge	Goiter
Cope	Cow	Coy
Soap	Sour	Soy sauce
Zone	zowie!	(None)
Show	Shower	(None)
Jones	Jowl	Join
Chose	Ciao!	Choice
Home	Howl	Hoist

E Diphthongs

The following series of pronunciation exercises combines words beginning with the same diphthong sound followed by similar diphthong sounds.

'ieh(r)' as in 'near'	'ehi(r)' as in 'hair'	Seer	Snare
Beer	Bear	Sheer	Share
Peer	Pear	Jeer	Jerry
Dear	Dare	Cheer	Chair
tear (drop of water)	tear (rip)	Here	Hair
Gear	Garish		
Clear	Claire		

Basic Grammar

Parts of Speech



Noun: Noun is the name of a person, place, thing, quality, action or idea.

Person – Nadeem, Jamal and Son

Place – Islamabad, Balakot

Thing – Table, Projector

Quality – goodness, wisdom, bravery, kindness

Action – movement, theft, laughter, love, hatred

Feeling – Pain, Happiness, Sleep

Pronoun: Pronoun is a word used in place of noun.

<u>Subjective</u>	<u>Objective</u>	<u>Possessive</u>	<u>Reflexive</u>
I	me	my	myself
we	us	our	ourselves
he	him	his	himself

Verb: Verb is a word that expresses an action performed or suffered by the subject.

He **is** famous – Asad **was** Director.

is or **was** are forms of verb. They link the word famous and director to each subject

Adjective: An adjective is a word that modifies, or describes a noun, or pronoun.

It provides information about Noun or Pronoun.

Regarding: -

Size	large, small, long.
Shape	round, square.
Color	yellow pen, blue
Feeling	pain, happiness
Age	young, old, new
Evaluative words	Attractive, delicious, ugly, dedicated
Quantity	two,
Quality	good, bad

Adverb: Adverb is a word that modifies or describes, an action verb, an adjective or another adverb.

They sometimes play cricket (when)

I search everywhere for my pen (where)

They performed well in the game (how)

Preposition: A preposition is a word that relates a noun or pronoun to an other word.

We are going to office.

Some Prepositions

At	to	in	on	of	from	for	by
After	before	about	with	under	over	below	into
Beside	behind	up	within	since	accept	until	toward

and so on.

Conjunction: Conjunction is a word that joins other words or group of words.
And, but, or, for, and nor are used as conjunctions.

Using Articles

What is an article? Basically, an article is an adjective. Like adjectives, articles modify nouns.

English has two articles: **the** and **a/an**. **The** is used to refer to specific or particular nouns; **a/an** is used to modify non-specific or non-particular nouns. We call **the** the definite article and **a/an** the indefinite article.

the = definite article
a/an = indefinite article

For example, if I say, "Let's read **the** book," I mean a specific book. If I say, "Let's read **a** book," I mean any book rather than a specific book.

Remember, using a or an depends on the sound that begins the next word. So...

- **a** + singular noun beginning with a consonant: **a** boy; **a** car; **a** bike; **a** zoo; **a** dog
- **an** + singular noun beginning with a vowel: **an** elephant; **an** egg; **an** apple; **an** idiot; **an** orphan
- **a** + singular noun beginning with a consonant sound: **a** user (sounds like 'yoo-zer,' i.e. begins with a consonant 'y' sound, so 'a' is used); **a** university; **a** unicycle

If the noun is modified by an adjective, the choice between **a** and **an** depends on the initial sound of the adjective that immediately follows the article:

- **a** broken egg
- **an** unusual problem
- **a** European country (sounds like 'yer-o-pi-an,' i.e. begins with consonant 'y' sound)

Omission of Articles

Some common types of nouns that don't take an article are:

- Names of languages and nationalities: Chinese, English, Spanish, Russian
- Names of sports: volleyball, hockey, baseball

Recapturing Main Points

1. List the vowels of the English language

2. List examples of the following:

- Noun
- Adjective
- Conjunction

3. Correct the following sentences.

I want a apple. _____

I am going to a university. _____

Action Plan

Articulation	My Rating 1, 2, 3, 4, 5 (5 being the highest)	Steps to Improve
Pronunciation		
Parts of Speech		
Tenses		
Articles		

Lesson 5

Selling Skills



OBJECTIVE

To equip the participants with basic selling concept & skills and make them aware of what it takes to become a successful and trustworthy salesperson.

What is Selling?

Selling refers to a systematic process, by which a salesperson relates his offering of a product or service in return enabling the buyer to achieve his goal in an economic way.

Selling is changing. Today we want *personal solutions*. Understanding individual differences and presenting products and services accordingly meets and exceeds customer expectations.

Sales are the activities involved in providing products and services in return for money or other compensation. In other words it is completion of a commercial activity.

It has been said that nothing happens unless someone sells something to someone

Most salespeople calculate their sales ability by their product knowledge, charming selling techniques, and persistent determination to make the sale...no matter what. "I'm going to stick with this customer until they buy or die." In many cases, a successful sale involves nothing more than tricking a customer into buying something they really do not want or need. Most of us are very tired of these worn-out, slick/polished sales techniques.

Activity

Have you ever been sold something you did not need? Describe why you think the salesperson was successful.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Successful salespeople know about the changing tendencies of today's customer. They are raising their skill level to keep pace. They keep track of changes in the market place. Professionals have to learn how to immediately deal with the new awareness of today's enlightened customers. They need to show the customers that the action they are recommending is in the customer's best interest. Otherwise, "NO SALE!"

The Salesperson

The primary function of professional salesperson is to generate and close leads, educate prospects, fill needs and satisfy wants of consumers appropriately, and therefore turn prospective customers into actual ones.



The successful questioning to

understand a customer’s want, the creation of a valuable solution by communicating the necessary information that encourages a buyer to achieve his goal is the primary responsibility of the sales person.

- **Direct Sales**, involving person to person contact, for example the shopkeeper who is in the shop to offer the product directly.
- **Telemarketing** is a method of direct marketing in which a salesperson uses the telephone to solicit prospective customers to buy products of services.
- **Retail or consumer** involves sale of goods or merchandise, from a fixed location, retail stores, and department store, in small or individual quantities for direct consumption by the purchaser.
- **Door-to-Door or traveling salesman** is the method of sales in which a salesman goes from one door to another trying to sell a product or service to the general public. Door-to-door selling is usually conducted during the hours that people are at home.

A Salesperson

- | | |
|------------------------------|------------------------------|
| • Win and hold affection | • Close to Customer |
| • High Level of Energy | • Education |
| • Self-Confidence | • Right door at right time |
| • Chronic Hunger for Success | • What you will like to add: |
| • Positive Attitude | |
| • Obsessed with Listening | |
| • Honest | |

How do your communication skills measure up?

Communication is an integral part of selling. Without effective communication skills you are in a precarious position. In order to develop an effective dialogue with your prospect, you should be aware of the following factors of communication that can become barriers between you and your prospect.

Prejudice against you as the speaker or writer is one of the obstacles that you must overcome as you try to convey your message to your prospect. If your prospect has a preconceived idea about you that he or she dislikes, then you're in trouble. That's one of the reasons that positioning is so important to you.

The prospect's lack of interest in your product, service, or offer is another reason that salespeople are unable to make any progress. If your message is too difficult, too boring or otherwise unsuitable, your words will not get through.

Some people or prospects will be extremely resistant to change. You will have to overcome their fear of change to make any headway with the prospect.

The only way you will be able to manage your way around people's resistance to change is through continually building the value of your product or service.

Lack of attention to what you say or have to say is yet another barrier to effective communication with your prospect.

Distractions are also problematic in making the sale. Physical distractions, such as ringing phones and noise, work pressure and competing messages, provide the prospect with plenty of things to pay attention to other than the message being given by the salesperson.

Lack of understanding or background knowledge about your product or service can also hinder the communication process. Confusion tends to cause people to quickly lose interest in what they're being introduced to.

When you falsely assume that your prospect accepts the same ideas that you do, you are running the risk of ineffective communication. Not everyone shares the same beliefs and ideas that you do.

Emotions can also become barrier in the communication process. When someone's emotions take over, these emotions will dictate what kind of communication will follow. Sometimes emotions will play a positive role in your attempt to make a sale, and at other times these same emotions can completely devastate your chances of finalizing a transaction.

The final barrier to effective communication is language or confusing usage of words. Technical terms, and disjointed thoughts will surely affect the communication process.

Body Language in Business: How to Sell Using Your Body

An intriguing method for selling clients on you, your company and your services is to use nonverbal communication, clever messages conveyed without words. These include posture, facial expressions, gestures, mannerisms and your appearance. People buy based on their senses, and everything that you can do to positively affect their senses can and will affect your ability to sell to them.

Psychologists claim that the impact you make on others depends on what you say (7%), how you say it (38%), and by your body language (55%). Since how you sound also conveys a message, 93% of emotion is communicated without actual words.

“In this era of television, image is more important than substance.” It's often not what you say that influences others; it's what you don't say. The signals that you send nonverbally suggest attitude, understanding, empathy and ethics.

The moment you meet a prospective client, they judge you by what they see and feel. This process may take less than 10 seconds but the impression you create is permanent. Whether you make or not make a sale can depend on the silent signals that you send during this first contact with the customer.

It is important for the salesperson to understand and use body language effectively to make a sale. Once you understand what to look for, you can literally read your client like a book. This ability makes them formidable negotiators. Many salespersons fail to recognize and use body language, although women are inherently better at sensing emotion and intent than men.

The human body can produce over 700,000 unique movements. These movements have been further divided into about 60 discrete and symbolic signals and around 60 gestures. Knowing just some of these can help you communicate better. A nodding head can signal yes. Pointing two fingers at your eyes can mean, “watch”. Running your fingers through your hair can indicate frustration. A smile or a grin is a universal signal for happiness. Likewise, crying suggests sadness or, in conjunction with a smile, extreme delight.

However, some nonverbal signals have several meanings. Crossed arms can indicate defensiveness, or simply a comfortable position. Touching the nose can suggest doubt in what the person is hearing. Or it could be a response to an itch or soreness from a recent cold. Similarly, an unbuttoned jacket can signify openness and cooperation. It could also be an overweight person trying to fit into an old jacket. The hitchhiking pose, arm extended with thumb pointed up, can give a negative message in other cultures.

The key is that a nonverbal signal is not a complete message. Watch for a pattern of signals that all have the same meaning. The body language should match the verbal expressions. It should also match the context of the situation. So look for body language in clusters of signals with common meanings. Once you understand body language, you can use your own voice and body to help make a sale.

Selling Techniques

Selling technique is the body of methods used in making a sale. Mastery in selling techniques can offer very high rewards.

Step 1. Prospecting means finding the right potential buyer for what you are selling. When you are selling yourself into a new job, it means finding the right potential employer. Hence locating qualified leads that may buy your products or services is called prospecting.

Step 2. Original Contact, actually meeting the qualified leads is the next step. It is important to have complete product/service knowledge and information so that they are comfortable with you. Any tension or stress can turn the potential win into a lose-lose situation. You will lose a sale and the potential customer will miss out on your product/service.

Step 3. Qualification, if your product/service is what the customer requires.

Step 4. Presentation, of the product/service requires the most preparation. Practice the commonly asked questions.

Step 5. Addressing concerns, to address any negativity towards the company/product/service explain in as simple and unemotional terms as possible.

Step 6. Closing the Sale, if enough valuable time has been spent on the preparation and all the previous steps have been handled professionally then closing should follow naturally and smoothly after addressing the concerns.

Step 7. Getting referrals (if you have to), means getting the names of other people you can talk to about your product/service, from the current successful sale.

Let us summaries this topic

Step	Describe what you will do to sell?
1	
2	
3	
4	
5	
6	
7	

The 5 Myths of Sales Prospecting

Myth #1: Prospecting is sales.

This is the number one mistake made by sales representatives. Prospecting is a separate and distinct function from sales. Just as marketing is distinct from sales but closely linked.

Prospecting is simply discarding all the unqualified leads and retaining the good ones. The job of prospecting is to find qualified leads that may buy your product. Only after this process is complete, should the selling begin.

Myth #2: Prospecting is a numbers game.

Quality supersedes quantity. You must find prospects that have a propensity and possible motive to buy your product or services.

Myth #3: Scripts are for novices.

Many sales people insist on prospecting without any script. Scripting provides the framework of a successful prospecting campaign. It allows you to test what key benefits and qualifying questions work. The script must be personalized by the individual so the presentation does not sound rehearsed or canned.

Myth #4: Prospecting takes time.

Prospecting takes only a few minutes to determine if the lead wants your benefits and can afford your company's product or service. Don't waste time on people unmotivated or unable to buy. Remember to focus on the "gold".

Myth #5: Close them on the appointment.

Far too many sales representatives focus on setting the appointment. "Would Friday morning or afternoon be better for you?" Next week only 20% of appointments show. What went wrong?

Prospects will sometimes find it easier to agree to an appointment rather than saying they are not interested. If a prospect is remotely interested, then offer a much subtler approach...send them an information package. This allows you to build interest and turn the lead from warm to hot.

Sales prospecting done right can have a huge impact on your sales revenue.

3 Step Selling Techniques

If you have been effective in learning about their specific needs and presented the appropriate solution to your prospect then you have earned the right to ask them for the sale. Here are a few selling techniques that will help you reach this point:

1. **Tell Me More:** Avoid launching into a lengthy discussion of what you can do for your client until you thoroughly understand their needs or what business challenges they face. Use open questioning to gather this information and avoid jumping to conclusions too quickly. Listen carefully to what they say and clarify anything that is not clear. Ask them to elaborate by using prompts such as "uh-huh," "tell me more," and "what else?"
2. **Many Options:** When it comes time to present your product or service, try not to limit the prospect to one option. Provide a choice of solutions that meet their specific concerns. Explain the benefits of each option, and when necessary, discuss the drawbacks of each alternative. Do not present so many options that the decision becomes overwhelming. Be prepared to tell your prospect which option best suits their needs if they ask.
3. **Speak Easy:** Speak in terms they can understand, avoiding the use of terminology they may not recognize

Objections Are Common: Recognize that objections are a natural component of the sales process. It's common for a customer to express several objections before they make the decision to commit to the purchase. Don't take these objections personally and do not assume that it means the other person is not interested.

Explore & Inquire: Clarify their objections to uncover the true hesitation - do not hesitate to probe deeper to explore the real issues preventing them from making a decision. In most cases, your prospect will give you the information you need providing you keep your approach non-confrontational and neutral. Learn to handle objections in a non-argumentative manner. When you uncover their true objection keep your response brief and to the point. Talking too much will seem that you are trying to justify your product or price. Plus, you can sometimes talk yourself out a sale if you aren't careful.

Ask: Ask for the sale. As long as you do not pressure them into making a decision, they won't be offended by your request. Develop the confidence to ask for the sale in a variety of ways and begin asking every qualified person for their commitment. Recognize that many people want to be given permission to make a decision and look to the salesperson for that permission.

Use Polite Persistence: The most successful sales people ask for the sale seven or eight times and don't give up at the first sign of resistance. Research has shown that these individuals consistently earn more than their coworkers and peers.

The Relationship between Sales and Marketing

The marketing department’s basic goal is to bring people to the sales force through advertising, sales promotion, publicity, and public relations. In most large companies, the marketing department is structured in the same way the sales department is structured. The managers of these teams must coordinate efforts if the organization is to drive profits and business success. Bringing in more customers “through the door” gives the sales department a better chance of selling their product to the consumer.

Criticisms

Deceitful selling practices

The purpose of selling is and should be to help a customer realize his or her goals in an economic way. However, this neglects the fact that buyer and seller may not have the same goals. Even if the selling organization recognizes that its sustainability depends on the maintenance of a healthy relationship with repeat customers, the salesperson might not share that goal. Many sales professionals are characterized by their short-term goals, a desire for quick returns on effort, and not the long-term building of relationships that the most successful sales people undertake. This dysfunctional behavior is encouraged by:

- Incentives of salespeople to increase their total number of sales, especially where commission-based salaries are offered by the retailers
- Incentives from the manufactures of products or the companies of service providers to salespeople to sell their products where other similar products offered by competitors are sold
- The incentive to sell a customer a product that is being cleared out, despite the fact that a customer may be better off waiting for the new product.

Salespersons recognize that once they have deceived a customer, s/he is unlikely to buy a similar product for a long time, and so the salesperson has no incentive to offer any extra quality of service to encourage a long-term relationship. This behavior is generally true only of business-to-consumer sales.



Things to Remember

Field Salespersons

- ← Know your territory
- ← Geography, logistics, communication, culture
- ← Know your Market
- ← Activities present & future growth
- ← Know your clients

What Things Please The Customer

- Do not discriminate
- Be tidy
- Give full attention
- Act quickly
- Be friendly
- Be well trained
- Give attention
- Provide complete information
- Do not screw your clients
- Be well organized
- Use the right tone
- Tidy table + tidy office
- Right language
- Be open + attentive

What Puts the Customer off

- Talking to 2 people at the same time.
- Lack of product knowledge
- Poor training
- Too clever
- Higher than market price
- Slow action – delay
- Unfriendly
- Lack of attention – absence
- Lack of information
- Lack of organization
- Messy table
- Discrimination

Capturing the Important Learning

This questionnaire is designed to enhance the comprehension of topic and discussion. Your answers will help you in better understanding of each topic. There is no need to mention your name, just write the main points in brief.

1. Please write any 03 points you found useful for you in session on “selling techniques”.

2. What is “prospecting”?

3. Any 03 characteristics, you would like to adopt to be a successful Salesperson?

4. How I can make a Sales Call effectively?

Action Plan

Importance A, B, C	Areas of Improvements	Steps for Improvement	Deadline

Lesson 6

Office Administration



OBJECTIVE

To equip the participants with basic office administration concept & skills and make them aware of basic duties of the Office Administrator

THE OFFICE IN ORGANIZATIONS

The 'world of work' is a huge collection of organizations of every type and size. Some businesses are 'sole trader' enterprises, where one individual (male or female) has complete control of the organization. Others are huge organizations with hundreds of thousands of employees. Every organization is controlled from a nerve centre called 'the office'. If it is a large organization it may have many offices, and the most important one will be called the 'head office'

What part does the office play in the business activities of production, distribution and exchange of goods and services? The original meaning of the word 'office' was 'piece of kindness, or service to one's fellow men'. Today it is, used more often to describe a room, or building, where clerical processes are carried out to start, develop and control the many activities of a business.

What is office and why every organization should have office in your opinion?

The Functions of the Office

The functions of the office include the following:

1. Devising report and feedback systems so that the progress of projects can be followed and if necessary stimulated by whatever action seems necessary.
2. Routine administration matters; the recruitment and payment of staff, the ordering of equipment and materials and the safeguarding of assets once they have been purchased.
3. Receiving and collecting information in various formats, sorting and processing it; and passing it on to interested parties who need to be kept informed.
4. The keeping of all essential documents in good order (filed and indexed) so that they



are available when required.

5. The office, in every aspect of its work, is concerned with information, with obtaining and collecting information, sorting, arranging and interpreting it, supplying it to management when required and preserving it for as long as it is useful in promoting the enterprise concerned. The office maintains communications between departments and with outside firms and government agencies.
6. Finally, there is a general duty on all office staff to safeguard and preserve the assets of a business. The term ‘assets’ may be applied to everything that a business owns — from the paper clips to the heaviest machinery. However, the term is usually reserved for those items that are used in the business long-term (longer than one year). Thus land and buildings, furniture and fittings, office equipment, plant and machinery and motor vehicles are all assets of the business. We must take care of them if the business is to remain efficient and prosperous.

Think and add more functions from your experience, observation and study etc.

Managing your office work

Record Management

Records are proof of work done, of commitments honoured, of targets achieved, of negotiations successfully accomplished, of R & D (design & development) completed; of meetings, related decisions & evidence of working according to the organizational systems.

Records establish traceability from the material & equipment supplier to delivery.

Records are a source of data. Budgets, forecasts, targets and objectives too are based on the accurate and appropriate record keeping. Records must be disposed off periodically to lessen the burden of keeping heaps of files. Useful records are retained for specified period.

Documents needed for any longer period are retained in the archives & details are maintained ensuring easier retrievability

Records pertaining to income tax, sales tax, pension, old age medical service, company partnerships, profit and loss details are retained for a longer period as per regulatory needs.

Identification of Records:

Records must be identified to prevent misuse & ensure ready retrievability. Normally unique numbering system is established by the management to differentiate between various records, location, subject matter, references & information.

MAIL SERVICES (POSTAL & DELIVERY SERVICES)

Incoming mail

- In dealing with incoming mail, it has to be received with appropriate reception procedure, like stamping it etc.
- Mail marked as ‘confidential’ or ‘personal’ should be directed/placed in the trays of the executives to whom it is addressed to after stamping it but should not be opened by the secretary unless directed otherwise
- All other mail is opened, contents are checked and each correspondence document is placed on the desk/in the tray of the person best placed to answer it/ or to whom it is addressed
- If a certain letter contains information regarding an issue which concerns other departments of the organization as well, e.g. a change of address of an important customer, attach a circular slip to the notice and send the document to all those likely to need to know about his change.

OUTGOING MAIL

- Outward mail should be posted early in the day, not during the rush hour, so that it can reach its destination early the next day
- Set up a time for handling correspondence with your boss
- If your supervisor’s nature of the job requires him/her to make frequent field visits, obtain his/her permission to sign p.p. in his/her absence to routine correspondence
- Keep contact numbers, addresses and names of contact persons of various postal/delivery services readily available to you

FILES, DOCUMENT AND RECORD MANAGEMENT

- The storage of documents refers to as filing.
- New correspondence is to be kept in a file titled “Miscellaneous” until about 4 - 6 items of correspondence have accumulated
- This file can then be place in an appropriate folder titled accordingly, which would then be entered into the classification system
- Before any folder is removed form its place, it should be replaced by an ‘OUT’ marker stating who has acquired the file and why. A return date should also be specified
- You should follow up on the due date to ensure return of the file to the folder

- The follow up system could make use of a ‘files out daybook’ to record files taken and their return dates
- A ‘tickler folder’ is a very useful device for facilitating the secretary to carry out the follow up on ‘OUT’ files and folders
- A tickler folder is a thirty-two page hardbound folder with tabs and captions on the right side to show dates of each month. The secretary writes down on which files and documents a certain follow up action has to be taken on a particular date in a particular month
- Original documents or hand written notes of the boss or the secretary are also pushed into the tickler folder to remind the secretary of the activities which need to be accomplished that day

Filing routine:

- When the letters or correspondence are received, they are duly stamped, if authorized, indicating the date, time, file reference, code etc. of that particular document
- The correspondence is then directed to the concerned executives to whom they are addressed
- Letters termed as “Confidential” or “Personal” or “Classified” are not opened and are sent as received to the concerned official
- After receiving these letters or correspondence documents, they are to be read first and then organized in order of importance and priority for the yourself or your boss to save time

Indexing and Coding of New Files

- Where new files are opened, indexing and coding is the most appropriate activity that the filing staff needs to undertake
- Indexing or coding of letters or correspondence would indicate the title or other details and the exact location of the record in the information storage area.
- A code number is assigned to the file to indicate its location, classification and relative importance to the business and the organization
- Many names are multi word names and some people might request a file differently from others e.g. Air Mail Co or Mail Co. – Air. In this case cross-referencing becomes important. We may cross reference the index like this: Air Mail Co. (See also Mail Co. – Air)

FILING CAN BE DONE FOLLOWING EITHER ONE OF THE FOLLOWING FILING SYSTEMS:

1. Alphabetic Filing System
2. Numeric Filing System
3. Subject Filing System
4. Geographic Filing System
5. Chronological Filing System
6. Combination Filing System

1. ALPHABETIC FILING SYSTEM

- Each name can be divided into indexing units.
- The first indexing unit is then selected. This could be the surname of a personal name.
- If the first letters are the same, the next letter decides which file should come first



Exercise: Sort the following names into alphabetical order:

S.No	Names	Alphabetical Order
1	Samia Tufail	
2	Jawad Aziz	
3	Amir Shahzad	
4	Shafique Ahmed	
5	Basharat Naveed	
6	Saleem Akhtar	
7	Suleman Sharif	
8	Sarah Inayat	
9	Shahbaz Khan	
10	Faiz Iqbal	
11	Saleem Sultan	
12	Asher Barket	
13	Asif John	
14	Kim Sook	
15	Javed Iqbal	

2. NUMERIC FILING SYSTEM

- It is an indirect filing system and you cannot go directly to the file. You must know the file number and this could mean consulting a file index.
- You will have labeled drawers, independently labeled files and each document in a file would have a number of its own.
- For instance the numerical file mark 28:14:02 represents the second filing cabinet with the fourteenth file, in which the twenty-eighth document is the required document

Exercise: Sort the following list according to people's registration numbers:

Name	Reg. No.	Name	Reg. No.
Basharat Naveed	306241	Saleem Akhtar	306428
Sarah Inayat	103152	Asif John	105999
Faiz Iqbal	503254	Javed Iqbal	504951
Izhaq Saeed	401213	Amir Shahzad	203962
Abdul Rashid	508745	Azhar Sandhu	503972

Shafique Ahmed	201584	Mehmood Inayat	203968
Saleem Sultan	301847	Samia Tufail	306792
Suleman Sharif	403967	Asher Barket	206872
Sehar Shamim	403564	Aslam Shahbaig	406484
Shahbaz Khan	205897	Kim Sook	505909
Younis Khan	103251	Hari Maqsood	103964

3. SUBJECT FILING SYSTEM

- Here the subject chosen should be in accordance with common sense and follow logical thought processes
- For instance a general administration office might file under Staffing, Insurance, Equipment, and Maintenance etc.
- In such a system, one might need primary and secondary guides to locate the file

Exercise: Discuss the primary guides and sort the following subjects accordingly:

Equipment	Taxation
Vehicles	Affidavit
Mailing	Stock
Leave Application	Rosters
Interviewing Questionnaire	Application forms
Medical Records	Staff handbook
Accounts	Staff Trainings
Appraisals	Buildings

4. GEOGRAPHIC FILING SYSTEM

- It is done on the basis of geographical locations of various offices / operating units of the organization.
- It is most useful to multinational organizations and distribution companies

Exercise: Sort the following list into Geographically order according to people's Provinces:

Name	Location	Name	Location
Basharat Naveed	Sargodha	Saleem Akhtar	Mardan
Suleman Sharif	Peshawar	Asher Barket	Lahore
Sarah Inayat	Narowal	Asif John	Sibbi
Shahbaz Khan	Jacobabad	Kim Sook	Gujranwala
Faiz Iqbal	Sialkot	Javed Iqbal	Pattoki

Saleem Sultan Bhauddin	Tando Jam	Samia Tufail	Mandi
Izhaq Saeed	Quetta	Amir Shahzad	Sukkar
Shafique Ahmed	Islamabad	Mehmood Inayat	Vehari
Younis Khan	Karachi	Hari Maqsood	Mingora
Abdul Rashid	Mansehra	Azhar Sandhu	Skardu
Sehar Shamim	Bannu	Aslam Shahbaig	Sadiqabad

5. CHRONOLOGICAL FILING SYSTEM

- Filing letters and other correspondence in date order comprises this system
- Usually the most recent letter/correspondence is placed on the top

Exercise: Sort out the following details in the chronological order.

Annual grant received on 2 October 2006
 Letter of appreciation received on 15 December 2006
 5 Computers purchased on 10 August 2007
 Electricity bill was paid on 5 August 2006
 Complain letter issued on 7 February 2007
 Training report was released on 25 March 2006
 On 24 January 2006 gas bill was paid
 Ahmed bought 2 colour prints on 4 April 2007
 Awais resigned on 24 April 2007
 Akhtar joined on 22 April 2007
 Auditor's report received on 5 January 2006
 Stationary bill received on 15 March 2006
 May salary was paid on 27 May 2007



6. COMBINATION FILING SYSTEM

- Any of the above five filing systems can be combined together and used for convenience of retrieval
- For instance a filing system could be alphabetic numeric or subject chronological, etc.

Records Summary

Record can be managed and summarized as follows:

Classification	Type of Transactions	Life Span
Unnecessary	Such activities or things that can be talked on phone or their value can finish after the action has been moved.	6 Months Maximum
Helpful	That has a greater value than routine value of 6 months	1 – 2 Years

Important	Correspondence or papers that may require reference after 2 years and beyond 5 years. They may have specific schedule	6 –7 Years
Permanent or Life Time	Correspondence or papers that have specific retention period beyond 7 years	Specified period
Pending	The importance of which may not be determined at the time of its first handling. Its review can be done once in a year.	No fixed period

TIPS TO DEAL WITH PAPER

DO YOU HAVE A CLUTTERED DESK?

- On average people spend 45 minutes every day looking for lost papers or documents
- ‘Cluttered desk = cluttered mind’
- Cluttered desks aren’t conducive to clear and creative thinking, so
 - clear your desk of everything not related to what you’re currently working on
 - resist the temptation to leave your current work on your desk
 - once you’ve finished a task, put all the papers relating to it away in a drawer or file
 - always leave a tidy/clean desk when you go home at night
 - adopt a system of dealing with paperwork (read on)
 - group papers together and put them in files

Start by clearing your desk of all unwanted items.

DEALING WITH PAPER

- Handle it only once; read it/decide what you want to do with it
- Apply ‘GUTS’ technique
 - G**ive it away
 - U**se it
 - T**hrow it away
 - S**end it
- Have a waste bin within easy range
- Finally, when in doubt - throw it out!

Preparing records inventory

Be very clear about the kind of transactions taking place in your department to be able to prepare a records inventory

A list of transaction taking place in a department is given:

- Purchase receipts
- Lease and insurance
- Ownership documents
- Invitations to meetings and other social occasions

- Cheques received and entered in cash book
- Requests for grant of casual leave
- Transport requisition for use of transport
- Receipts for cash received
- Circular letters received from various companies
- Weekly sales reports
- Visits to potential customers
- Requests and issues of long terms loans
- Memorandum of the article of association
- Sales letters to various companies
- Minutes of staff meetings
- Weekly production reports
- Response to various inquiries
- Agreements between management and trade union
- Agreements for joint venture
- Individual records of various customers
- Employee's data files
- Payrolls
- Greetings
- Acknowledgements

Organize Your Office

1. Develop a paperwork system. Some helpful filing categories include: Active, Calls/Correspondence Staff, Reading, Filing and Pending.
2. Don't use your desktop for storage. It's a work surface. Keep only those things that you must have access to every day on top of your desk.
3. Use an adjustable copyholder. It's important that this item be able to hold a large stack of papers at just the right angle and position for you. This will help organize current material and alleviate neck and eye strain.
4. Rely on one calendar for everything; business and personal appointments, deadlines, goals – everything! And refer to it throughout the day.
5. Conduct a thorough inventory of all your files and desk drawers every three months so that you can throw out anything that you haven't referred to within six months of its date.
6. Be sure to staple – not paper clip – permanently filed documents that are two pages or longer in length. The importance of this seemingly minor detail becomes apparent with frequently-referred-to documents. A stapled document can be easily grabbed and removed by any one of its pages without bringing other documents along with it.
7. Avoid the temptation of making your in-out basket a storage bin. Make sure that the containers aren't so deep that you are encouraged to accumulate; you should be able to quickly leaf through the entire stack.
8. The phone messages on colored "While You Were Out" message pads. Their fill-in-the-blank format encourages you not to leave out any vital message information.

9. Start your get-organized campaign with the temporary labeling convenience of different colored self-stick adhesive notes. These slips are perfect for indicating and subdividing various stacks of information and serving as temporary file folder designators.
10. Duplicate the important numbers in your telephone file. Your phone file is probably the single, most valuable resource at your workstation.
11. Alphabetize and organize file information on the spot. For example, if you are responsible for a file that receives new information on a daily basis that must be alphabetically or numerically ordered by the end of the month, organizing the material as you receive it.
12. Never leave for the day without first organizing your workstation.

If you implement even a few of these tips, you will notice a dramatic increase in your efficiency to find documents as well as your current workload. Not to mention that you will have finally broken the vicious cycle of disorganization.

E-mail management tips

A lot of us are still printing e-mails and filing them in the appropriate hard copy file folder as a way of keeping them with all of the other documents pertaining to a matter. While this may be advisable for purposes of documenting the file, printing every e-mail we receive may not be practical.

Most e-mail software allows the user to save e-mails in subdirectories in a readable format. Rather than print an e-mail, save it in the subdirectory or folder to which it pertains. In order to easily retrieve it, establish a protocol for saving e-mails. Open the e-mail you want to save. Click Save As and select the subfolder or directory you want to save it to. Start each file name with the date (year/month/day) so that the e-mails are sorted chronologically when you click File, Open, Folder in your word processing software. E-mail can be saved in e-mail format (.eml), html format (.html) or text format (.txt).

The benefits are many: your e-mail box is less cluttered; retrieving e-mail is easier because it is saved in a subdirectory with other related documents and searchable. Your electronic client files are complete, limiting your need to pull the hard copy. Your secretary's filing burden is reduced. And, assuming your data is backed-up daily, it is safe from disaster.

Meetings:

1. Prepare an agenda to control the meeting and stay on the subject matter.
2. Circulate the agenda and the timing, venue and date of the meeting.
3. Telephone the attendees a day in advance to ensure participation.
4. If the meeting is outside the office, confirm it is on.

5. Discuss the agenda and related matters with the boss before the meeting to organize anything left out or additional needs.
6. Take minutes or seek help from stenographer from the pool.
7. Minutes must be typed as soon as possible and circulated to ensure appropriate and effective action and follow up.

Taking Minutes

Steps:

1. Obtain the meeting agenda, minutes from the last meeting, and any background documents to be discussed.
2. Sit beside the chairperson for convenient clarification or help as the meeting proceeds.
3. Write "Minutes of the meeting of (exact association name)."
4. Record the date, time and place of the meeting.
5. Circulate a sheet of paper for attendees to sign. (This sheet can also help identify speakers by seating arrangement later in the meeting.)
6. Note who arrives late or leaves early so that these people can be briefed on what they missed.
7. Write down items in the order in which they are discussed. If item 8 on the agenda is discussed before item 2, keep the old item number but write item 8 in second place.
8. Record the motions made and the names of people who originate them.
9. Record whether motions are adopted or rejected, how the vote is taken (by show of hands, voice or other method) and whether the vote is unanimous. For small meetings, write the names of the attendees who approve, oppose and abstain from each motion.
10. Focus on recording actions taken by the group. Avoid writing down the details of each discussion.

Tips:

- You do not need to record topics irrelevant to the business at hand. Taking minutes is not the same as taking dictation.
- Consult only the chairperson or executive officer, not the attendees, if you have questions.
- The person taking minutes does not participate in the meeting.

Transcribing Minutes

Steps:

1. Transcribe minutes soon after the meeting, when your memory of the event is still fresh.
2. Follow the format used in previous minutes.
3. Preface resolutions with "RESOLVED, THAT..."
4. Consider attaching long resolutions, reports or other supplementary material to the minutes as an appendix.
5. Write "Submitted by" and then sign your name and the date.
6. Place minutes chronologically in a record book.

Tips:

- Write in a concise, accurate manner, taking care not to include any sort of subjective opinion.
- No matter what type of minutes you take, focus on capturing and communicating all important actions that took place.

Recapturing the Important Learning

1. What is office and why organizations need office?
2. What should be kept in mind to look for an ideal office location?
3. Why record keeping is important for every organization.
4. What are important methods to keep record, define each recording method in your own words?
5. What are key areas of meetings.
6. Write main points to organize your office

Action Plan

Sr. No.	What areas would to like to improve	Steps for Improvement	Deadline

Project Partners

The *Education and Employment Alliance (EEA)* works in six countries with high youth unemployment rates including Pakistan, to develop and expand quality education, job training and placement programs. The program is funded by the U.S. Agency for International Development (**USAID**) and the International Youth Foundation (**IYF**). IYF hosts the Alliance's Global Secretariat and coordinates all Alliance activities.

In Pakistan, **RSPN** is lead implementing and coordinating organization for EEA and its partners for employability project. RSPN awarded this project to ASK Development for implementation.

ASK Development, a registered management training, consultancy and HR outsourcing & Business Process Outsourcing (BPO) organization. It has been founded for providing value-based organizational and employees-focused programs to the corporate and development sector organizations in Pakistan and the neighboring countries.

ASK through its interventions transforms the workforce from ordinary to excellent - from an existing level to a desired level to gain competitive advantage.

Our mission is "**Maximizing Human Potential**" through developing **Attitude, Skills and Knowledge**.

ASK Development has been actively involved in hiring and training of staff for large organizations. Overall the ASK team has trained over 5,000 participants from approximately 100 organizations. It runs its projects with a team of more than 775 employees.

ASK Partners

SUKHI (Society for Upgradation of Knowledge, Health and Infrastructure) is a national NGO with its mission to focus on poverty alleviation initiatives to promote education, health and infrastructure related programs to bring a positive change in quality of life of the people at grass root level. SUKHI will implement the project in the districts Muzaffarabad and Abbotabad.

DOVE (Develop Our Valuable Earth) is a non-governmental and non profit developmental organization. With its headquarters in Faisalabad, DOVE promotes sustainable social and economic development by working with local communities through development programs. DOVE will implement the project in districts Faisalabad and Lahore.



USAID
FROM THE AMERICAN PEOPLE



ASK Development (Pvt) Ltd

- **Islamabad Off:**
15, Floor 3, Al-Babar Center, Markaz F-8,
Ph: +92 51 2818086 -7 Fax: +92 51 2852210
Email: pc@askdevelopment.org
www.askdevelopment.org
- **Lahore Off:**
16, Floor 5, Cental Plaza, New Garden Town,
Ph: +92 42 7086665, +92 42 5845194, Fax: +92 42 5845195
Email: ehr@askdevelopment.org
- **DOVE**
Qastex Building, Shahzad Market,
Satiana Road, Faisalabad
Tel: +92 41 531375
www.doveearth.org
- **SUKHI**
4, 1st Floor Malik Complex,
Blue Area, Islamabad
Tel: +92 51 2802156, Fax: +92 51 2802165
- **BAIDARIE**
Village & P.O Roras Tehsil Sambrial Distt Sialkot
Ph: +92 52 3505156, Fax: +92 52 3505457