



## 待客之道系列(三) Service Series(III) 銷售技巧篇 Two Way Selling

### 課程簡介 Course Introduction

在普遍認為「顧客永遠是對的」觀念下，前線員工和主管的角色至為重要，但相對地也非常吃力。實際上，顧客服務是雙向的，知己知彼更為重要。本課程旨在「雙向的顧客服務」中，提升員工與顧客溝通、推銷產品及服務等技巧，達致公司營業目標。

Is Customer always right? Nowadays, front-line staff and supervisors play a key role in customer service but relatively they are very exhausting. In fact, customer service is two-way, which means mutual understanding is much more important. “Wow...Service Series” training program aims to enhance employee’s technique in communication with customers, effective selling and service to achieve company's business objectives.

### 教學目標 Objectives

透過課堂學習、討論、經驗分享、模擬練習、個案分析和角色扮演等，讓參加者重新認識顧客服務，接受「雙向的顧客服務」概念，轉移固有心態。透過技巧訓練，加強溝通、銷售及服務技巧，達致相贏局面。

This course aims to let participants rediscover customer service through classroom learning, discussion, experience sharing, simulation exercises, case studies and role-playing, for leading a change to their inherent mentality and accept the “Two-Way Customer Service” concept for a win-win situation.

### 課程大綱 Course Outlines

- 了解消費者的行為 Understanding customer behavior
- 拆解銷售過程的困局 Removal of dilemma in selling process
- FAB 銷售模式的運用 Applications of FAB Model
- 售後服務 After sales service

### 教學對象 Target Audience

中小企前線主管及員工 或 對顧客服務有興趣人士  
SMEs frontline officers and employees of customer service or any person who are interested

### 導師 Instructor

導師是 DISC 認證顧問、體驗式培訓導師。擅長執教有效溝通、銷售和客戶服務等技能培訓課程。擁有超過 9 年的保險營銷及顧客管理經驗，以【真·誠·迅·諾】的服務態度，取得客戶認同及讚賞，贏得香港人壽保險從業員協會主辦並由客戶公開投票選舉的「專業壽險服務獎」。

在客戶服務範疇內，善於觀察及聆聽客戶真正需求，以行為風格理論為核心，結合經驗和實踐，為客戶提供度身訂造的培訓服務。

The instructor is a seasoned trainer and Certified DISC Consultant specializing in effective communication, selling and customer service skills training. With over 9 years of experience in the insurance industry, she has won the Professional Life Insurance Service Award in Hong Kong through



public voting by clients as recognition and appreciation to her excellent service. Besides, she possesses strong interpersonal skills and expertise in offering deep insights and solutions fit for clients, especially in positive attitude and customer service.

In the customer service category, the instructor is observant and willing to listen to customers for their real needs. Using behavioral styles theory as core and her practical experience, she is able to provide customers with tailor-made training services.

**授課語言 Medium of Instruction** 廣東話 Cantonese

**上課地點 Venue** 澳門新口岸宋玉生廣場335-341號獲多利中心11樓

Alameda Dr. Carlos D' Assumpção 335-341, Hotline Centre, 11/F, Macau

**上課日期 Class Date and Time**

課程編號 Course code : 1707230233-0	10 & 17 Mar 2018	週六 Sat 14:00-18:30	總課時 9 小時 Total 9 hours
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**課程費用 Tuition Fee** MOP 900

**收生名額 Class size** 20 人

**\* 報名注意事項 Enrollment Notes \***

**報名時間：星期一至五(9:00 - 20:00)、星期六(9:00 - 13:00) [公眾假期除外]**

**Operation hours: Monday to Friday (9:00 – 20:00) ; Saturday (9:00 - 13:00) [Close at Public Holidays]**

1. 首次報讀本院短期課程者，請先登入**網上報名系統**（網址：<https://coes-stud.scs.must.edu.mo/oasc/PersonalInfo.do>）或掃描以下的 QR Code，選擇 **<商業和管理>** 類別，預先登記個人資料（不需上傳身份證），填妥資料後，帶備身份證正、副本至本院辦理報名。

For those who enroll for our courses for the first time, please go to <https://coes-stud.scs.must.edu.mo/oasc/PersonalInfo.do> or scan the QR Code below, choose the category of **<Business & Management>**, and input personal information (no need to upload ID copy). After registration online successfully, please come to our school to make payment. You should bring along with your ID card and copy.

2. 報讀者可以現金/本票或劃線支票（抬頭請寫“澳門科技大學持續教育學院”或“SCHOOL OF CONTINUING STUDIES MACAU UNIV. OF SCIENCE AND TECHNOLOGY”）繳付學費及材料費，**現金收費上限為澳門幣/港幣 5,000 元**。Tuition fee and materials fee (if any) should be paid by cash or by cheque/Cashier Order (Please make payable to “SCHOOL OF CONTINUING STUDIES MACAU UNIV. OF SCIENCE AND TECHNOLOGY”). **Cash is accepted for payment of not more than MOP5,000.**

3. 所有費用一經繳交，恕不退還（本院取消開辦該課程除外）或轉讓。  
All payment made is not refundable (except that the course is cancelled by the School) or transferable.

4. 如課程報名人數不足，本院保留課程取消或延期的權利。  
The School reserves the right to cancel or postpone the courses if minimum class size is not reached.



**查詢 Enquiries** Tel: 8796 1807 / 8796 1805 Email: [scs@must.edu.mo](mailto:scs@must.edu.mo)

Website: <http://www.must.edu.mo/scs-tw/diploma-certificate-programs>

- 持續教育學院致力開拓終身學習機會，如欲收到本學院之課程資料，可發電郵至 [scs@must.edu.mo](mailto:scs@must.edu.mo)，並提供閣下之電郵地址，標題主旨為“加入通知群組”。  
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- 我們亦為機構/政府部門/學校等提供內部培訓，按各機構不同之要求(主題/時間/地點/對象)而訂定培訓內容。請與我們聯絡。  
We also offer in-house training for corporations/Government Departments/schools, tailor-made with respect to your choices of topics, time, place, and group of attendees. Please contact us for more information.