

ENTREPRENEURSHIP AND INNOVATION



Why do customers take their business elsewhere? Some move away. Some change because they are not satisfied with the product. Most of the time, these customers don't even complain. They just don't come back. Providing consistently high-quality service puts you and your company on the fast track to success in today's competitive business world – whether you're meeting with customers face-to-face, talking with them on the telephone, chatting with them on E-communication, or working behind the scenes. If you don't provide excellent customer service, your competitors will.

■ Course Objective

Upon the completion of this two-day training, participants are expected to:

- ✓ Handle complaints so that customers are satisfied.
- ✓ Deliver excellent customer service via face-to-face, on the telephone, E-Customer, and self-service so that customers have a positive perception about your organization
- ✓ Handle the difficult customers so that customers are willing to work with the company and people who they are dealing with

■ Who Should Attend?

The course is designed for directors, managers, all levels of managers and who work related to managing Business or Business owners for SMEs.

■ Course Outline

Module 1: Entrepreneurship Framework

Module 2: Lean Entrepreneur & Innovation

Module 3: Disciplined Entrepreneur

Module 4: Business Model Canvas

Module 5: Investor Pitching

■ Course Structure

The certificate course in Entrepreneurship and Innovation spent approximately 16 hours, OR is offered a 2-day period. The course is based on a participatory, active learning approach, and group discussions. An Action Guide for Entrepreneurship and Innovation, by Oknha. Pech Bolen. Participants will receive a Certificate of Participation upon successful completion of the course. The maximum number of participants is 20.