



2023 ANNUAL DIRECTORY

TRAINING & PROFESSIONAL DEVELOPMENT



IRS TRAINING

**LISTING OF
TRAINING PROGRAMMES**
BUILD KNOWLEDGE.
POLISH SKILLS.





Customer Relation & Marketing (CRM) Series



Listing Of Training Programmes

Customer Relation & Marketing (CRM) Series

- Customer Service Skills
- Negotiation Skills—Creating & Retaining Customer
- Effective Selling Skills
- Marketing Strategies



Customer Service Skills

Introduction

No matter how excellent your product is, if you provide bad customer service, people will complain, and you will lose business. It is not difficult to get a customer, but it is definitely difficult to keep one.

The good news is that things can still be changed. Supporting current and potential consumers is known as providing customer service. But, it would not be possible to go from average to excellent customer service overnight. It needs an organisation-wide effort, a group of top-notch support staff, and a sincere commitment to real transformation. Growth is to offer superior customer service, but doing so is not always simple.

In this programme, you will develop excellent customer service skills that will guarantee customer's loyalty and repeat sales. This course not only provides participants with the knowledge and skills to provide good customer service, but also to handle difficult customers.

Key Learning Outcomes

By the end of the course, participants should be able to:

- Identify the basic skills in providing good customer service to both internal and external customers.
- Evaluate own customer service and how to improve the skills.
- Suggest ways to handle difficult/demanding or upset customers and maintain the good relationship with the customer.

Duration

2 Days

Target Participants

Customer service personnel in Customer Relation Management (CRM), Sales and Marketing people, call centre teams and customer facing frontline staff members

*For the complete course content and quotation, please reach out to us at info@irs-training.com or kavitha@irs-training.com.

Negotiation Skills- Creating & Retaining Customer

Introduction

In the business arena, we negotiation is define as getting others to reach an agreement or come to terms with us. A successful sales negotiator will reap many benefits from getting new customers to forging new business alliance through successful contract negotiations. Therefore, the more skillful negotiator will always have an upper hand in any business dealings.

Are you ready and prepared to negotiate? Can you enlarge the pie before it is divided between you and the other party?

This course is designed to enable a salesperson to negotiate successfully with their potential or existing clients. In this course, they will learn first to develop an irresistible offer and then to close the sales, focusing on negotiating a win-win terms with their customers.

Key Learning Outcomes

By the end of the course, participants should be able to:

- Define a successful sales negotiation.
- Develop an irresistible offer using their product/service unique selling points.
- Differentiate between principled versus positional negotiations.
- Use the 4 step negotiation process.
- Understand and use the 5 different negotiation tactics.

Duration

2 Days

Target Participants

Sales, Customer Service, and Marketing Executives

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Effective Selling Skills

Introduction

One way the company can improve sales revenues is by improving the selling skills of its salespeople and by tracking, reinforcing, and measuring results. A salesperson can create revenue by offering customers greater options. He and she can build customer loyalty by better matching customer needs to products and by resolving difficult situations to the customer's satisfaction.

Similar to many other occupations, sales is undergoing some significant shift. Salespeople require a different set of skills in order to thrive in this setting.

Each salesperson approaches a sales call in a unique way. Individual methods are crucial because they enable you to connect with customers on a human level. The essential selling skills that any salesperson should possess, as demonstrated by studies to be those skills that all sales representatives share.

As such and as represented by this programme, an effective salesperson needs a wide variety of skills and competencies in order to be successful in an increasingly competitive marketplace.

Key Learning Outcomes

By the end of the course, participants should be able to:

- Identify the underlying needs of our customers.
- Deliver customer-focused solution with product benefits effectively.
- Close sales by overcoming objections professionally.
- Strengthen the essential selling skills of the sales force.
- Handle difficult situations objectively.

Duration

3 Days

Target Participants

Sales, Customer Service, and Marketing Executives

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Marketing Strategies

Introduction

It has gotten harder and harder to spread the word about your goods, services, or information. A business must work hard to expand. You must have a workable idea first. The next step is to identify a lucrative niche, specify your target market, and have something worthwhile to offer them. Additionally, turning a profit and remaining afloat are practically difficult without the appropriate marketing tactics to support your growth.

Finding the best marketing tactics for your company is frequently compared to rocket science. How can you effectively reach the proper audience with your message? How can you convert your offer to promote awareness, raise sales, and maintain a profit? It is understandable that most people are ready to put in extra effort these days with everything competing for our attention, from social networking to search engine optimization, blogging, and pay-per-click advertising.

As such, knowing about effective marketing strategies is important for businesses to navigate market conditions while evaluating and reinforcing company's competitiveness.

Key Learning Outcomes

By the end of the course, participants should be able to:

- Understand the meaning and importance of strategic marketing and planning.
- Appreciate the need for understanding the marketing environment and analyze how the environmental factors impact the marketing practices and performance of organizations.
- Understanding the need and importance of creating value for customers.
- Gain insights into the impact of competition, how companies deal with competition and brand related concepts.

Duration

2 Days

Target Participants

Sales and Marketing Executives

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Effective Sales Strategies

Introduction

In today's tough economic times, companies are looking for ways to increase sales, overall revenues, productivity and effectiveness without spending a fortune. Success or failure in business is a result of whether the management have in place some well tested effective sales strategies.

Some organisations have managed to survive harsh competitions in the marketplace by practicing good sales strategies as it can be a major growth engine.

This course is designed to enable the participants to implement the effective sales strategy to increase market share.

The benefit of this programme is to equip participants with various set of knowledge and skills in developing and implementing effective sales strategies to be in line with company direction.

Key Learning Outcomes

By the end of the course, participants should be able to:

- Implement strategies in seeking for new customer.
- Implement sales strategies to increase market share.
- Lead the sales team effectively.

Duration

3 Days

Target Participants

Managing Director, Chief Executive Officer, Executive Director as well as Sales and Marketing Directors, Managers, and Executives

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CONSULTING SOLUTIONS

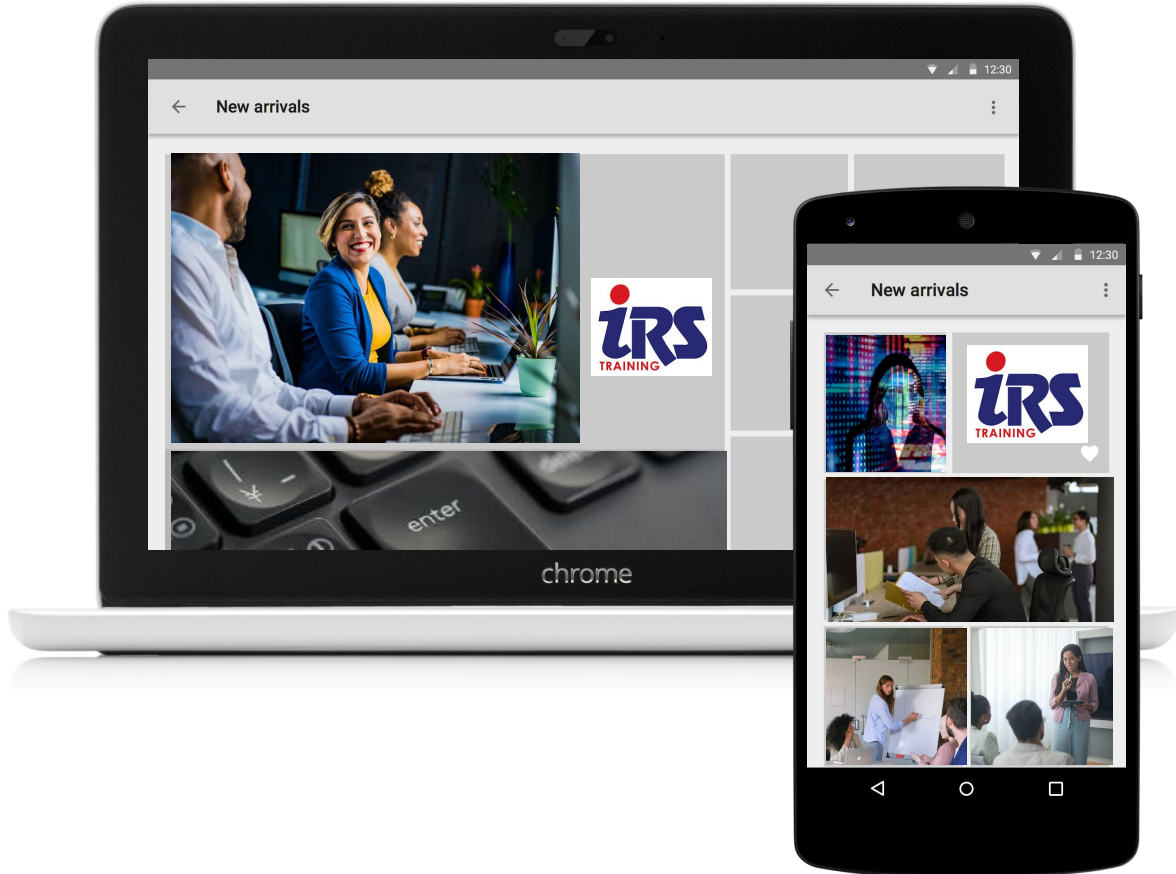
We offer consultancy services such as

- *Training Needs Analysis (TNA) -HRD CORP **
- *Web-based assessment service of Creative Process Inventory (CPI)*
- *Organisational Creativity (OC)*
- *FourSight® Creative Thinking System*
- *Talent Acceleration Centre (TAC)*

Note: *Subject to final approval by HRD Corp

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Our Contact



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