Ethiopian TVET-System

INDUSTRIAL ELECTRICAL MACHIN DRIVE TECHNOLOGY

Level-II

Based on May 2011 Occupational Standards

October, 2019

Module Title: Maintaining Effective Relationship with Client/Customers

TTLM Code: EELEMD2TTLM1019

This module includes the following Learning Guides

LG7: Maintain a Clean and Hygienic Environment

LG Code: E EEL EMD2 M10 LO1 – LG7

LG8: Meet Client/ Customer Requirements

LG Code: EEL EMD2 M10LO2–LG8

LG9: Work as a Team Member

LG Code: E EEL EMD2 M10LO3 –LG 9

LG10: Build Credibility with Customers/ Clients

LG Code: E EEL EMD2 M10LO4LG10

Instruction Sheet	LG7: Maintain a Clean and Hygienic Environment

This learning guide is developed to provide you the necessary information regarding the following learning outcome and content coverage

- Maintaining Uniform and Personal Grooming
- Maintaining Personal Presence
- Keeping Visible Work area
- Storing Equipment

This guide will also assist you to attain the learning outcome and contents stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:-

- To Maintain Uniform and Personal Grooming
- To Maintain Personal Presence
- To To Keep Visible Work area
- To Stor Equipment

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Read the information written in the “Information Sheet 1”.
3. Accomplish the “Self-check 1”.
4. If you earned a satisfactory evaluation proceed to “Operation Sheet 1”.

However, if your rating is unsatisfactory, see your teacher for further instructions or go back to learning Activity #1.

5. Submit your accomplished Self-check 1. This will form part of your training portfolio.
6. Do the “LAP test” (if you are ready) and show your output to your trainer.

- Your trainer will evaluate your output either satisfactory or unsatisfactory. If unsatisfactory, your trainer shall advice you on additional work. But if satisfactory you

- can processed to learning Guide 8.

1. 1. Maintaining Uniform and Personal Grooming

Introduction:

Maintaining a healthy cash flow is one of the perennial challenges facing small andmedium enterprises, and worries over the immediate payments that need to bemade can easily lead to a rush for income from nearly any source. But the key toStable, growing sales is to develop healthy business relationships with your clients, aProcess that takes time and patience

.Developing strong business relationships starts before your first meeting. Before youAre standing in front of a potential customer, figuratively or literally, you need to knowThat you and your sales team are ready to put your best foot forward. Knowledge ofYour product is essential, but a list of facts won't be good enough. You should beAble to describe how your product or service will solve your clients' problems, andYour description should be clear enough that your customers can envision theSolution unfolding for themselves. You will also need to be knowledgeable of yourMain competitors' offerings so that you can highlight your competitive advantage.creating a professional image and building good customer relationships is anInvestment in the future. If you do it effectively you can increase your customers'Trust in you, increase order sizes and give them confidence that you will be aroundFor the long-term.

A. Personal Grooming

Personal grooming is a way how we present ourselves to our clients or customer.Many of us are being judged by the way we look or appear to our customer.This istheir first impression to us and a statement of who we are.Personal Grooming:Hands: Wash hands with soap and water after using the bathroom, after break orlunch, before returning to work or activities, after completing care giving tasks.

Inshort, wash your hands frequently.Hair: Clean, trimmed, and neatly combed or arranged. Depending on the task, hairworn long may need to be gathered or tied back to ensur e your safety.Facial Hair (men only): Freshly shaved, mustache or beard neatly trimme d.Fingernails: Clean and trimmed.Teeth: Brushed and fresh breath. Beware of tobacco , coffee, or other breath odors.Use breath mints if needed.Body: Freshly bathed or show ered; use soap, shampoo, deodorant, etc.

Perfume/Colognes/After-Shave:Use sparingly or none at all. Your "scent" should not linger after you leave.Dress Code:Neat, clean clothes are suitable for daily atten dance. Common sense and goodtaste are the best guides for selecting clothing w orn. We encourage people tolaunder clothing on a regular basis.The following gui delines assist in clothingselection:Shoes or suitable footwear must be worn. Open - toed or sandal-
style shoesare not permitted while working in Day Programs or Residential sites.Heelheig ht should permit swift movements.Appropriate and clean undergarments are requiredAll pants should be worn at the natural waist.Loose pants may require abelt/suspenders to k eep the waist in place. Undergarments should not bevisible above the waistline or h anging below the hemline of shorts.Clean socks are recommended.Minimize jewelry wo rn; if it interferes with job ta sks or cr eates safety concerns remove it.

A watch, engagement and wedding rings, and most
religious or cultural jewelry are acceptable. Post style jewelry is required for
body piercings, hoop-style and dangle-
style jewelry should be removed orcovered to prevent injury during care giving tasks.P ersonal Protective Equipment, including gloves, glasses, and masks, mustbe worn whene ver situations warrant.Store coats and bags on shelves or on a coat rack during the day. For safetyreasons, coats and hats are to be removed when working indoors.Alclo thing, including coats and hats, must be clean and neat appearingClothing Items that is n ot acceptable:Garments that expose traditionally private parts of the body, includin g the
stomach, buttocks, back and breast(Such as "midriffs", halter tops,
backless clothing, "tube tops", fishnet, mesh or similar material, tank tops,

“muscletops”,see-throughshirts or blouses, strapless clothing, or beachwear)Any clothing, paraphernalia, grooming, jewelry, accessories, or bodyadornments containing ads, symbols, words, slogans, patches, or picture sthat are sexually suggestive; that are drug, tobacco, or alcohol related; that are obscene, prof ane, vulgar, lewd, indecent, or offensive.Inappropriately sheer, tight cl ot hing, or spandex-type materials.

Bedroom slippers, rubber shoe thongs (flip flops)Shortshorts, miniskirts, underwear or nightwear as orwear and slit clothing.Jewelry that may cause a safety concern considering the tasks to beperf ormedThis includes long dangling earrings, bracelets, large rings,chains, or necklac es

B. Personal Presence

Personal presence deals with how we can get our clients to notice and listen to us. People can never really know our innermost thoughts and feelings. And we cann ever really experience theirs Therefore we can only really gain and shareinformati on through various channels by which we receive and transmit information.The signals we send about ourselves and our views are composed of three key channels:

- Words
- Voice
- Body language

WordsThe selection of proper words is a way wherein we can convince our clients and customer. Thru them we can show our expertise on the product and be able to market them.

The clarity and intonation of our voice is a way our client can feel how confident we are when explaining to them. Any degree of nervousness might sent them the wrong signal that we are lying about what we are saying.Body LanguageOur client can easily te ll that we not confident thru our body language. Avoidance ofeye contact may tell them t hat we are hiding something or shaking of the feet maysuggest that we are nervous and unprepared.Out of the three key channels, Body language has the greatest impac t to ourcustomers.

To improve our personal presence we must improve:

1. Posture - the way you hold yourself and stand. Your body is the element of you that your audience sees and experiences the most. Whatever the size, it provides the greatest amount of information about you and how you feel aboutyou and th em
2. Gestures - a more specific aspect of body language using hand and other body movements to reinforce your messages or ideas. They work best when they're used for emphasis at key points. A strong and well - chosen gesture stays in the mind far longer than purple prose, which makes it a very powerful communication tool
3. Eye Contact - a very important p art of the non- verbal communication package. And it's very important indeed in rapport. You should make eye contact. (Though be aware the rules for eye contact are slightly different if you're making a presentation than in a one -to- one setting.) Eye contact is one of the main indicators of your level of confidence, and can make or break your pitch.

Instruction Sheet	LG8: Meet Client/ Customer Requirements

This learning guide is developed to provide you the necessary information regarding the following learning outcome and content coverage

- Identifying and understanding client requirements
- Meeting Client Requirements

- Assignment Instructions
- Post Orders
- Scope to Modify Instructions/Orders in light of changed situations

2.1. Monitoring Changes to Client's Needs and Requirements

Communication with the Client or Customer

-This guide will also assist you to attain the learning outcome and contents stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:-

- Identifying and understanding client requirements
- Meeting Client Requirements

- Assignment Instructions

- Post Orders

- Scope to Modify Instructions/Orders in light of changed situations

- Monitoring Changes to Client's Needs and Requirements

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Read the information written in the "Information Sheet 1".

3. Accomplish the “Self-check 1”.
4. If you earned a satisfactory evaluation proceed to “Operation Sheet 1”.

However, if your rating is unsatisfactory, see your teacher for further instructions or go back to learning Activity #1.

5. Submit your accomplished Self-check 1. This will form part of your training portfolio.
6. Do the “LAP test” (if you are ready) and show your output to your trainer.

- Your trainer will evaluate your output either satisfactory or unsatisfactory. If unsatisfactory, your trainer shall advice you on additional work. But if satisfactory you can processed to learning Guide 2

Information Sheet – 1	Learning guide 8

2.1 Identifying and understanding client requirements

Introduction:

Building and developing effective customer relations is a vital aspect of customer service. Strong customer relations will help the organization to identify and understand their customers' expectations, encourage a way of working that is based on partnership and mutual trust, and establish and maintain customer loyalty.

2.2 Meeting Client Requirements

To establish effective customer relation, the organization must:

1. identify the types of customers with whom they should build longer term customer relations and promote loyalty
2. communicate with these customers so that they know they are important to the organization
3. explain their role, the purpose of making contact and the mutual benefits of building a longer term relationship
4. make it clear that they welcome two-way communication about customer expectations

Assignment Instructions

Identifying your Clients

The table below displays the types of information you can collect to establish your clients profile along with the questions that the information can help answer.

Table:

This type of Information...	Answers these questions...
Customer profile information	• Who are they? • Are they a business or a person? • Where are they located? • If they are a business, how big are they? • If they are a business, what do they do? • Why do they need your product? • How do they communicate with you? • Do they have an account? • How long have they been a customer?
Customer buying profile	• How often do they buy? • When do they buy? • Is there a pattern to their buying habits (e.g., seasonal)? • How much do they buy at one time? Over time?
Customer buying preferences	• What do they buy? • Do they always buy the same thing? • Why do they buy it?

Post Orders

To maintain and develop effective customer relations, the organization must:

1. keep customers informed and accept criticism from customers openly and Constructively
2. regularly assess whether customer expectations are being consistently met
3. use their influence and authority in their own organization to ensure that customer needs are being met and, where possible, exceeded
4. collect feedback from customers and staff to ensure that solutions are being provided that result in customer satisfaction
5. analyze customer relations and propose changes that will develop longer term loyalty to people with authority in their organization

Scope to Modify Instructions/Orders in light of changed situations

To understand how to build and maintain customer relations, the organization must:

1. identify and prioritize types of customers with whom they should be building a longer term relationship
2. describe the most appropriate method of establishing relationships with customers targeted for longer term relationships
3. explain the importance of effective communication skills when dealing with

Customers.

2.2 Monitoring Changes to Client's Needs and Requirements

Client Needs

Customers have six basic buying needs pertaining to a product. These are:

1. Safety
2. Performance.
3. Appearance.
4. Comfort.
5. Economy.
6. Durability.

Self check question

Direction: Enumerate or list down the items required.

1. Steps to understand how to build and maintain customer relations.

□____

□____

□____

2. Role of a Team Member

□____

□____

□____

3. Questions to ask when developing a plan to measure customer satisfaction

□____

□____

Instruction Sheet	LG9: Work as a Team Member

This learning guide is developed to provide you the necessary information regarding the following learning outcome and content coverage

- Using Effective and Appropriate forms of Communications
- Making Effective and Appropriate Contributions
- Standard Operating Procedures
- Team's Role and Objectives

-This guide will also assist you to attain the learning outcome and contents stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:-

3.1. To use Effective and Appropriate forms of Communications

3.2. Making Effective and Appropriate Contributions

3.3. To Standardiz Operating Procedures

Team's Role and Objectives **Learning Instructions:**

1. Read the specific objectives of this Learning Guide.
2. Read the information written in the "Information Sheet 1".
3. Accomplish the "Self-check 1".

4. If you earned a satisfactory evaluation proceed to “Operation Sheet 1”.

However, if your rating is unsatisfactory, see your teacher for further instructions or go back to learning Activity #1.

5. Submit your accomplished Self-check 1. This will form part of your training portfolio.

6. Do the “LAP test” (if you are ready) and show your output to your trainer.

- Your trainer will evaluate your output either satisfactory or unsatisfactory. If unsatisfactory, your trainer shall advice you on additional work. But if satisfactory you can processed to learning Guide 10.

Information Sheet 1	Using Effective and Appropriate forms of Communications

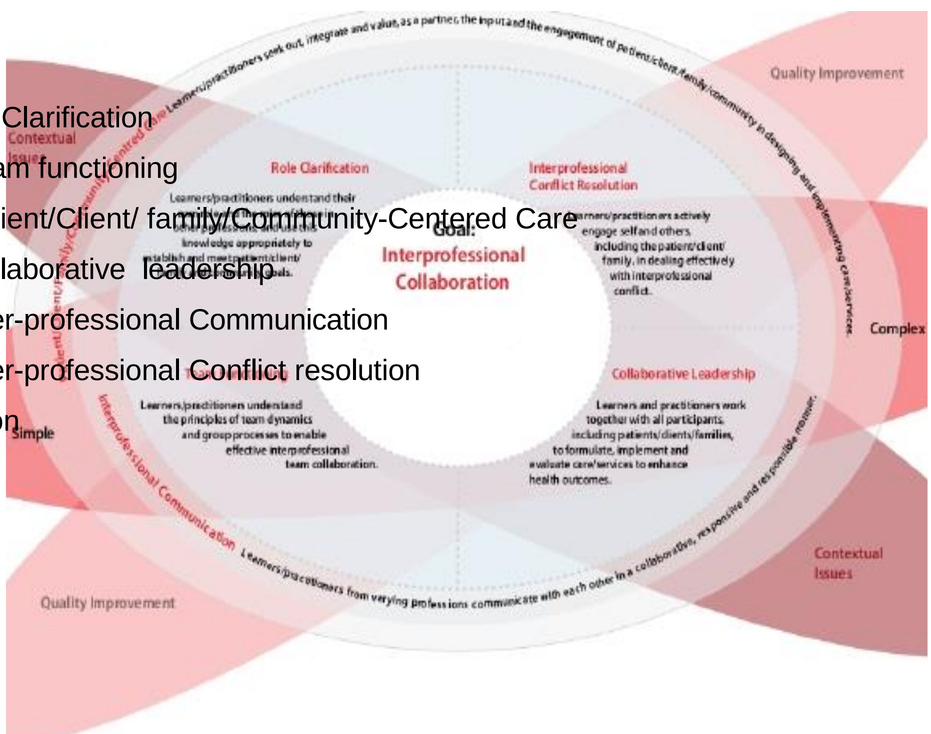
Introduction:

To have an effective interpersonal collaboration within the organization, the members of the team must understand the following domains:

Using Effective and Appropriate forms of Communications

Role Clarification
- Team functioning
- Patient/Client/ family/Community-Centered Care
- Collaborative leadership
- Inter-professional Communication
- Inter-professional Conflict resolution

Illustration



Making Effective and Appropriate Contributions

A. Workplace Context

Role Clarification

Practitioners understand their own role and the roles of those in other professions, and use this knowledge appropriately to establish and achieve patient/client/family and community goals.

To support inter-professional collaborative practice, practitioners are able to:

- describe their own role and that of others
- recognize and respect the diversity of other health and social care roles, responsibilities, and competencies
- perform their own roles in a culturally respectful way
- communicate roles, knowledge, skills, and attitudes using appropriate language
- access others' skills and knowledge appropriately through consultation
- consider the roles of others in determining their own professional and inter-professional roles
- integrate competencies/roles seamlessly into models of service delivery

Client/Family/Community Center

Practitioners seek out, integrate and value, as a partner, the input, and the engagementoftheclient/family/communityin designingandimplementing care/services. to support inter-professional collaborative practice that is client/family-center practitioners need to:

- support the participation of clients, their families, and/or community representatives as integral partners
- share information with clients (or family and community) in a respectful manner and in such a way that it is understandable, encourages discussion, and enhances participation in decision-making
- ensure that appropriate education and support is provided to clients, family members and others involved with care or service
- listen respectfully to the expressed needs of all parties in shaping and delivering care or services

Standard Operating Procedures

Team Functioning

Practitioners understand the principles of team work dynamics and group/team processes to enable effective inter-professional collaboration. To support inter-professional collaboration, practitioners are able to:

- understand the process of team development
- develop a set of principles for working together that respects the ethical values of members
- effectively facilitate discussions and interactions among team members participate, and be respectful of all members' participation, in collaborative decision-making
- regularly reflect on their functioning with team practitioners and clients/families
- establish and maintain effective and healthy working relationships with practitioners, clients, and families, whether or not a formalized team exists
- respect team ethics, including confidentiality, resource allocation, and

Team's Role and Objectives

Collaborative Leadership

Practitioners understand and can apply leadership principles that support a collaborative practice model. This domain supports shared decision-making as well as leadership but it also implies continued individual accountability for one's own actions,responsibilitiesandrolesasexplicitlydefinedwithinone'sprofessional/disciplinarysco peofpractice.Tosupportinter-professional

collaborative practice, practitioners collaboratively determine who will provide group leadership in any given situation by supporting:

work with others to enable effective patient/client outcomes

- advancement of interdependent working relationships among all participants
- facilitation of effective team processes
- facilitation of effective decision making

facilitation of effective decision making

establishment of a climate for collaborative practice among all participants

- co-creation of a climate for shared leadership and collaborative practice
- application of collaborative decision-making principles

integration of the principles of continuous quality improvement to workprocesses and outcomes

Everyone Plays a Role

For Team Members

- Team members throughout the company are linked in a chain that ultimately serves the customer
- Team members at all levels have information that will help colleagues perform their jobs or satisfy customers better
- A good customer service reputation is the result of lots of small improvements in how everyone does their job and not one sudden transformation
- By delivering great service you set a good example for other team members

For Team Managers

- Clearly communicate the organisation's and the team's strategy and priorities

Empower team members to be flexible in helping customers, such as by offering discounts to compensate mistakes or by agreeing unusually quick (but realistic) turnarounds for important customers on a deadline

- Ensure the lessons from customer complaints are communicated throughout the team so that products, processes and customer service can be improved
- Recognize and reward great customer service within the team
- Offer feedback and training when customer service levels fall short

B. Standard Operating Procedures

Inter-Professional Communication

Practitioners from different professions communicate with each other in a collaborative, responsive and responsible manner. To support inter-professional collaborative practice, practitioners are able to:

- establish team work communication principles
- actively listen to other team members including clients or families
- communicate to ensure common understanding of care decisions
- develop trusting relationships with patients/clients/families and other team members
- effectively use information and communication technology to improve inter-professional client and community centers.

Inter-Professional Conflict Resolution

Practitioners actively engage self and others, including the client/family, in positively and constructively addressing disagreements as they arise. To support inter-professional collaborative practice, team members consistently address conflict in a constructive manner by:

valuing the potential positive nature of conflict
recognizing the potential for conflict to occur and taking constructive steps to address it
identifying common situations that are likely to lead to disagreements or conflicts, including role ambiguity, power gradients, and differences in goals
knowing and understanding strategies to deal with conflict
setting guidelines for addressing disagreements
effectively working to address and resolve disagreements, including analyzingthe ca uses of conflict and working to reach an acceptable solution
establishing a safe environment in which to express diverse opinions
developing a level of consensus among those with differing views; allowing allmembe rs to feel their viewpoints have been heard no matter what the outcome

Self test question

Direction: Arrange the following steps or procedure in chronological order by numbering.

Measuring Customer Satisfaction

	Procedure
	1. Present the results and improve customer service
	2. Develop a plan
	3. Turn customer feedback into useful information
	4. Ask for feedback – what to Include
	5. Determine the best approach for assessing customer satisfaction

Purpose: To measure customer satisfaction

Equipment and Tools:

A4 paper Ballpen

Conditions for the Operation:

1. You are given 1 hour to complete the task.
2. The students will grouped into five teams

Procedures:

1. Develop a measuring tool that will assess your performance in task 2 of Operation sheet 1.
2. Distribute the form that you develop to the four remaining groups and let them discuss their answer within their group.
3. Collect the forms
4. Identify your strengths and weakness during that activity
5. Device improvements to be done

Precautions:

1. During brainstorming, keep your voices down to avoid disturbing other classes.
2. Foul words are prohibited when performing the activity.

Instruction Sheet	LG10: Build Credibility with Customers/ Clients

This learning guide is developed to provide you the necessary information regarding the following learning outcome and content coverage

- Adhering Client Expectations for
- Identifying Causes of Client/Customer Dissatisfaction

-This guide will also assist you to attain the learning outcome and contents stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:-

- Adhering Client Expectations for
- Identifying Causes of Client/Customer Dissatisfaction

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Read the information written in the "Information Sheet 1".
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Information Sheet – 1	Learning guide 10

4.1 Adhering Client Expectations for

Introduction:

Customer satisfaction is the foundation upon which growth and profitability are achieved – the essential ingredient th at ultimately defines business success.
Companies with satisfied, loyal customers enjoy greater customer retention, repeat business, higher margins, greater profits - and consequently, highe r stock prices andearnings multiples than businesses that fail to retain and satisfy their customers.
Customer satisfaction refers to how satisfied customers are with the products or services they receive from your agency. This satisfaction is determined by the quality and type of customer experience and by their expectations

1.1 Reliability

A. Meeting Client Expectations

Base on research, the drivers as being of key importance for customers are:

1. Timeliness
2. Outcome
3. Knowledge
4. Extra mile
5. Fairness

Measuring Customer Satisfaction

Steps: 1. Develop a plan

It is important to be clear about why you are measuring customer satisfaction: what purpose does the measurement serve, which customers do you want to survey, what information are you seeking and what outcome is your agency anticipating?

Are you doing it to:

- identify customer needs and expectations;
- revise, correct or improve a process;
- guide planning, decision making, and resource allocation;
- report against the customer satisfaction
- reward and recognize employees

What will you do with the results? Will they be:

provided as feedback to your customers (including

- information about how their feedback is contributing
- to service improvement plans and priorities);
- presented to the executive management group and/or staff;
- provided as information for service delivery improvements;
- used in future business planning

1.2 Punctuality

Determine the best approach for assessing customer satisfaction

There is no one best approach for assessing customer satisfaction. Your success will depend on a combination of factors related to your agency and the answers to the questions explored in your planning phase. Considerations include:

- customer segmentation,
- data collection approach and method,
- whether to use qualitative or quantitative data,
- and the survey sample size

Ask for feedback – what to include

As a general rule when measuring customer satisfaction, the following should be considered:

Sets out the purpose of the feedback and guides the customer through the questions. This is important, as it is your opportunity to explain to your customers the purpose and scope of the feedback being sought.

You may also wish to include information on what will happen with the information being collated.

Measurement

Asks customers to describe their experience, needs and desires (often on a scaling system). These are the fundamental questions within the survey, providing information on client experiences, expectations and needs.

Customer information

Gathers data that will be used to classify respondents, for example, age, gender, occupation, etc. This demographic information may be used to provide further detail on clients, or to provide analytical information on links between responses and demographic groupings (for example, learning about the satisfaction of the elderly with government websites).

Eight core questions/statements to include

These core questions aim to measure the key drivers of customer satisfaction. Use of these eight questions will create consistency and enable direct and comparative measurement of customer satisfaction

Summary Questions

Drivers	Questions/Statements	Satisfaction Very dissatisfied				Very satisfied
1 Overall Satisfaction	How satisfied were you with the overall quality of service delivery?	1	2	3	4	5
2 Accessibility	Overall, how satisfied were you with the accessibility of the service/product?	1	2	3	4	5
3 Timeliness	Overall, how satisfied were you with the amount of time it took to get the service?	1	2	3	4	5

Other Core Questions

Drivers	Questions/Statements	Agreement Strongly disagree				Strongly agree		Importance Not at all important				Very important	
4 Fairness	I was treated fairly	1	2	3	4	5	NA	1	2	3	4	5	NA
5 Information	I was informed of everything I had to do to get the service/product	1	2	3	4	5	NA	1	2	3	4	5	NA
6 Knowledge / Competence	Staff were knowledgeable and competent	1	2	3	4	5	NA	1	2	3	4	5	NA
7 Extra mile / Courtesy	Staff went the extra mile to make sure I got what I needed	1	2	3	4	5	NA	1	2	3	4	5	NA

Drivers	Questions/Statement	Satisfaction		
8 Outcome	In the end, did you get what you needed?	Yes	No	I got part of what I needed

1.3 Appearance

Turn customer feedback into useful information

Preparing feedback

Preparing and storing feedback (data) is important for effective analysis and review.It sh ould be entered and stored in a repository, such as a database or Excelspreadsheet.
Analyzing feedback
The analysis of feedback must be undertaken by a skilled statistical analysis practitioner. Some departments have internal experts that can undertake this analysis, while others enlist the assistance of experts to provide this service. By analyzing customer feedback (data), you should be able to identify the things that most heavily influence a customer's satisfaction. It is important to analyze and interpret the data to ensure that suggestions for meaningful improvements can be made.
Developing recommendations to improve service delivery

Priority areas for improvement are those that have the most direct effect on overall customer satisfaction – these are the elements that will deliver the greatest impact for your customers.

In decision making, ask yourself: what do we do first, what action/s will provide the bestimprovementinoverallcustomersatisfaction,what improvementor enhancements are worth making, what can we feasibly do with current resources?

Most importantly, it is essential to do something with the results of your customer surveys. Even relatively small improvements can significantly and positively impact on overall client satisfaction. In addition, each effort at service improvement that is based on the feedback provided by your customers will serve to strengthen overall customer relationships; the level of trust and confidence will begin to build as they witness the impact of their feedback on service delivery

2. Identifying Causes of Client/Customer Dissatisfaction

Present the results and improve customer service

It is advisable that the results of measurement processes be reported to executive, senior management and staff, so that all are aware of the current level of customer satisfaction within your agency. With executive endorsement, this will encourage a collective responsibility to implement the service improvement actions. The customers involved would also value receipt and recognition of the results, as well as the action to be taken.

Presentation methods should be tailored for the audience; these could include formal written and statistical reports (where your customer base is heavily involved or deeply connected), executive summaries, personal presentations, brochures, newsletter articles, and intranet and Internet postings.
Simple, graphic presentations of data are a powerful way to display findings and are generally easy to understand. Other methods include: describing trends, showing percentages, comparing groups and their responses, and using diagrams.
Causes of Client/Customer Dissatisfaction

1. Keeping the customer waiting - more customer dissatisfaction arises out of this one little issue than anything else.

Some things to do:

- Answer phones on the 2nd or 3rd ring if at all possible.
- Be punctual for meetings with customers.
- Reply promptly to service requests, whether by phone, email, fax or in-person.

2. Not valuing the customer - values are the “inner guidelines” that direct

outward behavior. They cause us to see our jobs differently, to develop the right attitudes, and to behave differently. This is why so many leading organizations have a set of value statements that they work to engrain into their employees.

3. Disrespect to customer

Some things to do:

- Get eye contact when communicating
- Greet your customer by name whenever possible
- Express your thanks for coming to your place
- Do not keep your customer waiting
- Ask how you can help them and listen to their needs.

4. Quality of work

Some things to do:

- Make sure you fulfill the needs of your customer
- Make sure that your work satisfy the required standards

5. Not going the extra mile

Some things to do:

- Do something unexpected to show how you value your customers
- Give extra tip on how they should handle their electronic appliance and the proper maintenance for it.

Self check questions

Directions: Write the required answer for all the questions listed below

1. Deals with how we can get our clients to notice and listen to us

2. The way you hold yourself and stand
3. Describe the proper attire that one should be wearing in the workplace.
4. A way how we present ourselves to our clients or customer
5. A more specific aspect of body language using hand and other body movements to reinforce your messages or ideas.

Purpose: To be able to practice personal grooming and presence

Equipment and Tools:

A4 paper Ballpen

Conditions for the Operation:

1. You are given 1 hour to complete the task.
2. The students will grouped into five teams

Procedures:

Task 1: Personal Grooming

1. Arrange yourself in order to be presentable to a client or customer.
2. Wear the proper dress code and shoe attire.
3. Ask your teacher for feedback

Task 2: Personal Presence

1. Compose a marketing speech that will convince your classmates to buy a product you are selling.
2. You must be able to get the attention of your classmates and make them believe to buy your product.

Precautions:

1. During brainstorming, keep your voices down to avoid disturbing other classes.
2. Foul words are prohibited when performing the activity.