

December 27, 2012

General Manager  
Grand Hotel  
MG Road  
Ernakulam  
Kochi – 682011  
Kerala  
Dear Member

**Sub: SIHRA PDP at Kochi on Tuesday 29<sup>th</sup> & Wednesday 30<sup>th</sup> January 2013**

We are pleased to inform you that for the benefit of our valued Members, SIHRA is once again bringing its Professional Development Programmes (PDP) to Kochi and we will be holding **Two** interesting and topical Workshops in the city in January 2013. Details of the Workshops are furnished below and also elaborated in the attachments to this letter:

<b><u>A) Subject of Workshop</u></b>	<b><u>Date</u></b>	<b><u>Time</u></b>	<b><u>Venue</u></b>
I) Effective Conflict Resolution	29.01.2013 (Tuesday)	9 AM to 5.30 PM	Hotel Whytefort NH 47, Bye Pass Maradu Kochi – 682 304 Phone: 0484-270 6952
II) Effective Customer Service	30.01.2013 (Wednesday)	9 AM to 5.30 PM	Hotel Whytefort NH 47, Bye Pass Maradu Kochi – 682 304 Phone: 0484-270 6952

**B) Participants Profile:**

I) For Workshop on Effective Conflict Resolution	-	Managers and Supervisors
II) For Workshop on Effective Customer Service	-	Front Line Staff

**C) Course Fee (inclusive of Working Lunch):**

**I) Workshop on Tuesday 29<sup>th</sup> January 2013 – “Effective Conflict Resolution”**

a) For Hotel Members having more than 100 Rooms	: Rs 2000/-* per participant
b) For Hotel Members having less than 100 Rooms	: Rs 1500/-* per participant
c) For Restaurant Members	: Rs 1500/-* per participant

\* **Plus Service Tax @ 12.36% i.e. for a) Rs 248/- b) Rs 186/- c) Rs 186/-**

**II) Workshop on Wednesday 30<sup>th</sup> January 2013 – “Effective Customer Service”**

- |   |                              |
|---|------------------------------|
| a) For Hotel Members having more than 100 Rooms | : Rs 2000/-* per participant |
| b) For Hotel Members having less than 100 Rooms | : Rs 1500/-* per participant |
| c) For Restaurant Members                       | : Rs 1500/-* per participant |

\* **Plus Service Tax @ 12.36% i.e. for a) Rs 248/- b) Rs 186/- c) Rs 186/-**

**D) Accommodation and Transport:**

The above course fee excludes Accommodation and Transport. All participants are requested to make their own arrangements for the same.

**E) Registration and Payment procedures:**

All nominations should be accompanied by a duly filled up Registration form and a Demand Draft towards Course Fee drawn in favour of **SIHRA payable at Chennai** to reach our office latest by 19<sup>th</sup> January 2013. Should you be nominating participants for both Workshops please send separate Registration forms and Demand Drafts towards the same.

Please utilise this opportunity provided by SIHRA for enhancing the professional skills of your valued personnel. At the end of the programme the participants will be awarded a Certificate by SIHRA.

Best wishes for the New Year!

Yours truly

**For South India Hotels & Restaurants Association**

**Sudheer Nayar**  
**Secretary General**

**SIHRA Professional Development Programmes**

**"Effective Conflict Resolution"**  
**(Tuesday 29th January 2013 at Kochi)**

**About the Workshop**

As you would well know, conflict is inevitable in workplace settings, and conflicts can arise between co-workers, supervisors and subordinates or between employees and external stakeholders, such as customers, suppliers and regulatory agencies. Managing

conflict is a key management competency and hence business Owners and Managers should study and practice effective conflict management skills to maintain a positive workplace environment.

Proper training is the best way to develop a culture where effective conflict resolution is a way of life at the workplace. When conflicts between team members go unaddressed, they can have a negative impact on productivity and teamwork. Using conflict resolution techniques in the workplace will help maintain a healthy work environment. Conflict resolution requires specific leadership skills, problem solving abilities and decision making skills.

SIHRA now offers an interesting and useful programme on “Effective Conflict Resolution” to enhance the conflict resolution skills of your personnel, particularly those in the Managerial and Supervisory levels.

The training module will broadly cover the following:

- How Conflicts affect work?
- What is Conflict?
- Consequences of unresolved conflicts
- Positive and negative effects of conflicts
- Types of conflicts
- Sources of conflict
- Variations of Conflict – Relationship & goals
- Steps to resolve conflict
- Conflict resolution style
- Case Studies

### **SIHRA Professional Development Programmes**

#### **“Effective Customer Service & Handling of Complaints”** (Wednesday 30th January 2013 at Kochi)

#### **About the Workshop**

Good customer service is one of the keys to success in any business, but is particularly important in the hotel industry, where guests are looking to staff to help them make their stay as relaxing and comfortable as possible.

High quality customer service helps to create customer loyalty. Customers today are not only interested in the services that we offer, but how we can create a memorable experience and creating top-of-the-mind recall for your Organisation.

Proper training is the best way to develop a culture that embraces excellent customer service. Every employee must understand implicitly what is expected of them when interacting with customers. Is there an established, uniform way to answer the phone? Are there set procedures in place for instances when a customer has a question or problem? Is there an established chain of command to make sure that issues are handled in a timely fashion? And most importantly is everyone trained to carry out these company procedures? How you handle the problem is far more important than the problem itself. A customer must always be made to feel as though their best interests are being given serious consideration, even when you can't give in to their demands. It is far better to say 'no' with a smile, than 'yes' with an attitude.

SIHRA offers a signature programme on “Effective Customer Service and Handling complaints” to enhance the customer service skills of employees.

The training module will broadly cover the following;

- |   |   |
|---|---|
| ●What is customer service?                    | ●Why is good customer service important?                      |
| ●Customer service skills                      | ●Steps to creating good customer service                      |
| ●Moments of Truth in customer service         | ●Greeting a customer  |
| ●Understanding customer needs                 | ●Types of customer needs                                      |
| ●Probing to elucidate customer needs          | ●Common customer queries                                      |
| ●Steps to deal with customer queries          | ●Why customers complain?                                      |
| ●8 steps to handle customer complaints        | ●Types of customers   |
| ●Common Customer complaints                   | ●Solving customer problems                                    |
| ●Benefits of positive complaint handling      | ●How to turn complaints to opportunities                      |
| ●Complaint recording and follow-up Procedures | ●Drawbacks of not dealing positively with customer complaints |

### **SIHRA Professional Development Programmes**

**I) “Effective Conflict Resolution” at Kochi on 29.01.2013**

**II) “Effective Customer Services” at Kochi on 30.01.2013**

### **TRAINER PROFILE**

**G. DEVEANAND**

- ✓ Is a business training leader with two decades of experience.
- ✓ Is a business focused training management professional with the ability to conceptualise training programs and impart training that enables business development.

- ✓ Is Strategy oriented; fully business focused and business enabling training professional – capable of identifying key impact bottom-line affecting factors and training to meet organizational objectives.
- ✓ Has operated in different markets – domestic and international in various industries viz. Hotel Management, Time share selling and Training and Life Insurance in various capacities i.e. Training Manager to National Vice President in Organisations like Taj Group of Hotels, Mahindra Holidays and Max New York Life Insurance.
- ✓ Currently holds the position of Director at Maxires Training and Consulting Company, a young training organization that has a little over 50 Corporates as its annual clients that his company has acquired in the last 18 months of operation.
- ✓ In his eight years of illustrious association with Max New York Life, Dev spent six years in Agency(Training Manager to AVP) and two years in Banc assurance and DST (Head – Training to NVP).
- ✓ Dev carries certifications in ‘Professional Patterns of Management’ by Kinder Brothers, USA | ‘GTB Training’ by EREHWON, Singapore | Certified ‘Hospitality Educator’ offered by American Hotel and Motel Association, Michigan, USA | ‘Sales Master’ by Mercury Goldman | ‘Train the Trainer’ by XIME | ‘Financial Educator ‘ by New York Life | ‘Designing Life Insurance products’ by New York Life.

ACHIEVEMENTS - Dev had been a member of an ‘Elite Product design committee’ in Max New York Life. He played a crucial role in expanding the footprint of Agency offices from 7 branches to 77 branches between 2004 and 2008. Dev was part of the core team formed to clinch the AXIS Bank deal in favour of MNYL. In a record period of 75 days, Dev piloted his team to draw a simplified sales process and effectively implemented it across 900 branches Pan India.

SPECIALITIES- Goal setting | Leading Organisations from current state to desired state through Orbit Changing Interventions | Senior Leadership and Middle Management Interventions | Impacting Productivity through people, products and process | Innovative Product launches | Nurturing bottom quartile (productivity) management and agency to move up to next quartile | Impactful Pre Licensing Training based on Hub and Spoke model.

Registration form

*SIHRA Professional Development Programmes*

Programme : "Effective Conflict Resolution"  
Venue : Hotel Whytefort Kochi  
Date : Tuesday, 29<sup>th</sup> January 2013  
Time : 09.00 A.M to 5.30 P.M  
Trainer : Mr G Deveanand

Name

Designation/Department

**Details of SIHRA Hotel/Restaurant Member:**

- ☐ Name of the Hotel/Restaurant -----
- ☐ Address & Phone no/s -----  
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- ☐ Name of the Authorised Signatory -----
- ☐ Designation of the Authorised Signatory -----
- ☐ Signature/Seal of the Authorised Signatory-----

Phone:

Fax:

E-mail:

**Details of Payment:**

Demand Draft ..... for Rs..... in  
favour of **SIHRA** payable **at Chennai** is enclosed herewith.

**Registration form**

**SIHRA Professional Development Programmes**

Programme : "Effective Customer Services"  
Venue : Hotel Whytefort Kochi  
Date : Wednesday, 30<sup>th</sup> January 2013  
Time : 09.00 A.M to 5.30 P.M  
Trainer : Mr G Deveanand

Name

Designation/Department

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