

# *First Impression Management, Inc.*



*Presents  
In-House Training*

## *"How May I Help You?" Receptionist and Front Desk Training Workshop*

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## *How May I Help YOU Today? - Receptionist and Front Desk Image Building Course*

Your customers form an impression about your company when they walk through the door and are greeted by your receptionist or they call your company and your receptionist answers the telephone. Your receptionist's professionalism represents your company's brand. To properly reflect your brand they must represent your company through their appearance, behavior, attitude, business manners and communication skills. No matter how busy the receptionist area is in your organization, you count on the receptionist to always project a professional image and make a great first impression on everyone they encounter.

The challenge is; how does the person manning the front desk handle several incidents with ease, poise and professionalism? How can they efficiently handle situations when several telephone lines are ringing, coworkers are asking questions, and customers are waiting for their attention? This course is specifically designed to address the needs of those who sit at the front desk and who unwillingly are the first ambassadors to their organization.

Our receptionist and front desk training program will improve the way your receptionist and front desk personnel interact and communicate with your customers or clients. These time-tested skills and techniques are proven to lower customer turnover, dissatisfaction, frustrations and reduced stress on your other team members. At the completion of this program the participants will know how to:

- Treat all customers with respect
- Deal politely and professionally with discourteous, demanding, or dissatisfied clients
- Manage telephone communication with clarity, accuracy, and courtesy
- Avoid negative words and replace them with energizing words
- Enhanced their telephone speaking skills
- Improve their non-verbal communication skills with those they meet face to face
- Improve their listening skills
- Send effective and professional e-mails
- Change their personal habits and behaviors that hinder their professional image
- Improve their appearance including dress and grooming
- Interpret different body language messages
- Describe the components of a professional image
- Maintain their work space to make it a reflection of their professional image
- Reduce stress by practicing simple exercises they can do at work
- Develop a personal action plan to improve both their image and their customer service skills.

## Course Outline

### **The A,B, C's of Business**

In this introductory module they learn that the A, B, C's of business must be studied, analyzed and managed in order to make positive impressions on others; these are: Appearance, Behavior and Communication.

### **Components of A Professional Image: Appearance**

In this module they learn the components that make for a first-class business impression. We use visual examples to help the participants discover both obvious and subtle signals front-desk employees give before saying a single word. We examine the outward signs of those with a polished presence to give them a better sense of steps they can take immediately to create a professional image for themselves.

### **Behavior and Habits That Will Ruin Your Image**

In this module they learn the behaviors and habits that can destroy not only their image but that of their organization. They will see how body language, mannerisms, appearance, and personal grooming considerations can enhance or destroy their credibility. Also, they will see that the physical space they occupy at work is an important part of their image that should not be neglected.

### **Body Language: I Can't Hear What You Are Saying**

In this module, participants learn how to interpret body language in themselves and others: Posture, Arm placement, Facial expressions, Smile, Body movements, Proximity and handshake speak volumes. They will become aware of their own body signals and learn how to "read" those others send; this will help them build rapport with your customers and clients. They learn the basics of how to interpret body language and use it as a silent form of communication. They will engage in interactive exercises and learn how even small details can promote a favorable impression on others.

### **Winning with Words: Verbal Communication Skills**

In this module they learn how to use words effectively to convey the right message and attitude. In this section they also learn how tone of voice is a very important part of any communication process.

### **Improving Your Listening Skills**

When customers call, two of their most important needs are to be listened to and to be respected. Have you ever noticed how good it feels when someone really listens to you? When we are listened to; our feelings and needs are taken into account, we become more relaxed and open. In this module we focus on what to do and what to avoid when we are listening to our customers to ensure we deliver to their expectations.

### **Business Image on The Telephone**

In this component the participants learn how to convey a positive image over the telephone by using appropriate greetings that are warm and welcoming. They learn ways to put callers on hold politely and how to avoid keeping them on hold indefinitely. They will also receive strategies for taking messages quickly and accurately, transferring calls with ease and grace, and ending calls with overly talkative callers without appearing abrupt or rude.

### **Effective and Professional E-mails**

In this component the participants learn the basics of effective e-mail communication. We all know

that one of the major advantages of e-mail correspondence is that it provides us with a quick means of communication. Unfortunately, because it's a speedy means of communication, some interpret it as not needing much attention which opens the door to less formality and sometimes to communicating in an aggressive manner. If people are not sensitive to the nuances of communicating correctly via e-mails the following can occur: miscommunication, misunderstandings, loss of productivity, loss of trust - or even worst legal problems.

### **Clearing and Organizing Your Desk**

In this module they learn techniques and tools they can use to clear and organizing their desk and maintain a professional environment.

### **Handling Difficult People With Diplomacy**

Treating everyone with respect weather they deserve it requires tact and remarkable self control; in this module they learn courteous ways to handle visitors who are angry and impatient, or have no appointments. They will learn how to deal effectively with problematic customers without losing their patience or manners.

### **Steps to Reduce Stress at The Front Desk**

This module includes valuable information on identifying what is causing them anxiety, irritation, and frustration in the workplace. They will learn techniques they can quickly and easily use to keep stress from overtaking their lives.

### **Action Plan**

The last module helps them develop an individualized action plan. As a result of what they have been taught during this session, they will produce a list of goals and the steps they will have to take to improve their effectiveness at the front desk. They should be able to immediately implement their plans and see the benefit for them and the organization they represent.

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### **Customization**

As part of your training program, we will modify content as needed to meet your business objectives.

## About Us

**Mercedes Alfaro** is an author, speaker, coach and seminar leader who speaks on topics including Professionalism, Embracing change, Business and international etiquette, Business communication, Women leadership issues and Diversity sensitivity. Through her writings, speaking and national network, she has brought her message to countless organizations including, Abbott Laboratories, AT&T, UPS, and Johnson & Johnson. She is the author of most recently, *"Business Dining Etiquette: Where Social and Professional Skills Meet."*



Mercedes Alfaro is President and Founder of **First Impression Management, Inc.** Prior to becoming a speaker and author, she spent two decades working for IBM (including management, project management, customer service and training). As part of her responsibilities, she also traveled internationally representing IBM in European and Latin American countries.

In addition to earning a B.S. degree from the University of Delaware and graduating with Honors, Ms. Alfaro is a certified Corporate Etiquette and International Protocol Consultant. Ms. Alfaro is also trained in verbal and non-verbal communication, including Neuro Linguistic Programming (NLP).

Ms. Alfaro injects her training with real-life applications that have consistently earned her excellent feedback and increasing success with her clients. Ms. Alfaro is a member of the National Speakers Association, has published articles in numerous business publications and has appeared as an expert etiquette advisor on various television stations including: ABC, CBS, UPN and FOX stations. Ms. Alfaro has also been quoted as an expert in business etiquette in articles published by the following national newspapers: The New York Times, the Chicago Tribune, the Los Angeles Daily News, the Atlanta Journal-Constitution and Miami-Herald.

### Our Mission

We will provide you with a creative program that inspires your employees to raise their professionalism to higher standards.

### Our Culture

We are flexible, innovative, easy to work with, hands-on, fast paced, detail oriented and fun loving.

### Our promise to you

- We take great pride in the professional quality of our work
- We are determined to achieve excellence in everything we do
- We make a concerted effort to be the best in our industry