Businessmaker® ACADEMY

TRAINING INVITATION

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Dear Valued Client,

Greetings from Business Maker Academy, Inc.----a training center for business, finance, human resources & leadership that has served more than 150,000 clients since 2003 and is an accredited learning institution of the Civil Service Commission (CSC) & PHILGEPS.

You are cordially invited you to attend our training program on:

RECEPTIONIST & FRONTLINER EXCELLENCE TRAINING
Date: _____
Time: _____

Attached below are the Registration Form & the Course Brochure. We look forward to a fun and rewarding learning experience with you. Feel free to contact us for any questions or clarifications.

Thank you very much,
BMA Management

REGISTRATION FORM

Please submit via: Email to info@businessmaker-academy.com | Viber: (0912) 2231826

Booking Officer Name: _____
Position: _____
Company: _____
Company TIN: _____
Industry: _____
Tel No: _____
Cel No: _____
Email Address: _____

Total Number Attendee(s) for Enrollment: _____
Note: Please indicate full name below:

Attendee 1: _____
Cel No: _____
Email Address: _____

Attendee 2: _____
Cel No: _____
Email Address: _____

Attendee 3: _____
Cel No: _____
Email Address: _____

Attendee 4: _____
Cel No: _____
Email Address: _____

Attendee 5: _____
Cel No: _____
Email Address: _____
(More than 5 participants, pls attach extra sheet)

Would you like to request for billing statement? ☐ Yes ☐ No
How did you find us? _____
Use Promo Code: _____

ENROLLMENT DETAILS

SCHEDULE:
- Pls visit https://businessmaker-academy.com/training-schedule/

WEBINAR:
- Duration: 1 session x 4 hrs.
- Time: AM Sched: 8:30am to 12:30pm
  PM Sched: 1:30 to 5:30 pm
- Venue: Zoom

SEMINAR:
- Duration: 1 day x 8 hrs
- Time: 9am to 5pm
- Venue 1606B & 1607A West, Tektite Towers, Exchange Rd., Ortigas Center, Pasig City Philippines

TRAINING FEE:
- Webinar Fee = Php 2250+VAT
- Seminar Fee = Php 4250+VAT

MODE OF PAYMENT:
☐ Bank Deposit:
Account: Business Maker Academy, Inc.
BPI SA# 4013-0306-64
BDO SA# 000-280-622-422
Landbank CA# 3732114830
☐ Paypal: pls contact us
☐ Dragonpay: pls contact us
☐ Gcash: pls use QR code below



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www.businessmaker-academy.com ▪ www.hrclubphilippines.com

Businessmaker® ACADEMY

TRAINING INVITATION



RECEPTIONIST & FRONTLINER EXCELLENCE TRAINING

"Elevating Your Company's First Touchpoint"

Seminar: 1 day x 8 hrs. (total of 8 hrs)
Webinar: 1 session x 4 hrs. (total of 4 hrs)

COURSE DESCRIPTION:

The frontliner plays a very vital role in shaping customer perception. They are the customer's first touchpoint with the company or brand, and they represent what it is about. This course equips receptionists and frontliners with the tools and insights necessary to positively represent a company and create a flawless first impression with customers.

WHO SHOULD ATTEND:

Receptionists, Front Desk Officers, Customer Service Representatives, Frontliners, and Call Center Operators. Security Guards, Concierge/Lobby Ambassadors, Administrative and Executive Assistants, New Hires, and Interns. Any employee serving internal or external customers who represents the organization's initial brand experience.

PERFORMANCE OBJECTIVES:

Upon completion of this workshop, participants should be able to embody the company's brand standards and excel at critical customer touchpoints. Participants will be able to apply active communication, resolve difficult scenarios with empathy, and leverage the human edge alongside AI to create exceptional service impressions.

LEARNING OBJECTIVES:

By the end of this course, the participants shall be able to:

- Demonstrate Brand Ownership by embodying the company's brand standards
- Apply Active Communication Techniques that go beyond "hello"
- Handle routine and difficult frontline scenarios
- Demonstrate Human Advantage over AI
- Practice Selfless Service Mindset (It's Not About You)

COURSE TOPIC HIGHLIGHTS:

1. The Power of the First Touchpoint
2. The 7-Second Rule and the Primacy Effect
3. The Ripple Effect – effects of a "bad hello"
4. The Function of a Frontliner
5. Beyond Hello – The Art of Active Communication
6. How to Listen to what is NOT being said
7. Language that Builds Trust
8. Positive framing
9. The Perfect Arrival & Departure Sequence
10. Managing Waiting, Walk-ins and multiple customers at once
11. Phone etiquette, Proper Hold Protocol & Warm Transfers
12. HEART Recovery Model: For Difficult Customers
13. Your Edge Over AI – The Human Advantage
14. The Professional Edge

TRAINING INCLUSIONS:

- Live Webinars are conducted via Zoom and includes eCertificate of Completion. Printed Certificates may be requested with minimal processing fee of Php100 plus shipping fee.
- Live Seminars are conducted at BMA Training Center and includes: Certificate of Completion, Seminar Kit, Meals and Drinks. Plus: non-transferable one-time refresher seminar session within one year.

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