

# HOW TO **MANIFEST** THE BEST EVER **PERFORMANCE**

FOR IOCL RETAIL SALES



THROUGH TRANSFORMATIONAL TRAINING OF CUSTOMER ATTENDANTS

PRESENTED BY  
DHRUVSATYA CENTER FOR PERSONAL TRANSFORMATION PVT. LTD.  
(AN ISO 9001:2015 CERTIFIED ORGANIZATION)

## ABOUT US

We wish to introduce ourselves as a 18 years old leading consulting and training organization in India headquartered in Kolkata. We work with over 400 leading all India companies and MNCs where we impart training and consulting services. Our programs are life changing with profound transformational impact. Our programs have triggered outstanding performances consistently in various organizations.

## OUR WORK WITH IOCL PETROLEUM DEALERS

We have so far conducted 2 day dealer training workshops for IOCL all over Eastern Region which includes Kolkata, Alipurduar, Malda, Jalpaiguri, Siliguri, Begusarai etc where we have covered close to 600 dealers. These programmes have been extremely successful.

## WHY TRAINING OF CUSTOMER ATTENDANTS

The CAs are the first point contact as per IOCL is concerned- hence it is extremely important for them to be properly trained for the ROs to run efficiently which again is so important for the overall business growth of IOCL and its customer delight. In our 2 day workshop we help build their attitude, their soft skills, personal hygiene, behaviour, business knowledge and on the job skills.



## MODULE HIGHLIGHTS

- What are the qualities essential for CAs to be effective and how to develop the same.
- How do I keep myself fit and motivated.
- Developing a bright personality, learning the basics of grooming and body language alongwith inter personal skills.
- How to develop personal hygiene-Shaving, hair cut, body odour management, oral hygiene management.
- How to develop good etiquettes.
- Developing a pride for the uni-form.
- Knowing clearly the various family care initiatives of IOCL for CAs along with their skill development initiatives.
- What is my job description and how do I carry them out effectively on a day to day basis.
- What are the core values of IOCL and how do I demonstrate them in my day to day work and behavior .
- How do I develop my basic product knowledge such that I can carry out my work effectively and how to explain to the customers our loyalty schemes.
- Understanding the various processes involved in my day to day operations thoroughly and how to comply with them.
- Understanding the basics of automation that is required for me to perform my job effectively.
- What are the specific actions and duties that I need to perform on a day to day basis to ensure excellence in Facility Management.
- What are the safety requirements and compliances that need to be followed and how do I comply with them on a day to day basis.
- How do I improve my customer service-what activities do I need to carry out on a day to day basis to ensure effective customer service in my RO.
- Learning to communicate effectively -being clear in pronunciation, being polite and speaking with the right tone-learning to listen effectively.
- How to communicate effectively with my manager , with owner, with other colleagues effectively.
- How to live a happy and successful life- how to be a good son, a good husband, a good father and good citizen.
- Developing organizational pride, team bonding and self esteem.
- Handling customer queries with patience- Handling objections effectively- Handling customer complaints and irate customers.
- Developing a positive attitude. How to overcome anger and tension. How to stop complaining and blaming. Developing responsibility and accountability.
- Overcoming addictions.
- How to generate new leads and new customers.
- How to effectively practice Sat Kadam.

## EXPECTED OUTCOMES FROM OUR WORKSHOP

- The CAs shall become more aspirational, growth driven
- They will learn to become more positive in their attitude and thought process.
- They will be more clear about their JDs and hence be more productive.
- They will learn how to manage their daily work efficiently and become more effective in their day to day operations.
- They will learn how to keep ROs safer and comply more rigorously with the safety compliances.
- They will learn how to keep the ROs cleaner and implement better facility management.
- They will learn how to communicate more effectively with customers, handle customer queries and complaints more effectively thereby enhancing customer delight.
- They will learn the basics of automation, practice them thereby making the operations more effective.
- They will learn the processes and hence be more process driven thereby ensuring more efficient operations.
- They will learn how to enhance their product knowledge, how to generate more leads, more database and explain the loyalty schemes to the customers.
- They will learn how to enhance their health, fitness and energy, how to better their diet, lifestyle and overcome addictions.
- They will learn how to control anger and conquer stress by practicing meditation.
- They will learn how to break their fears and enhance their confidence and self esteem.
- They will learn how to sustain their motivation moment by moment and live in positive emotional states of the time.

## TRAINING METHODOLOGY

The Module for the CAs are of 2-day duration. The module has a lot of role plays, lot of films, and a lot of games and group exercises. They learn how to enhance their physical fitness, improve their diet and energy. They learn this is also a highly motivating experience for the CAs. The part of the training is conducted at the ROs (practical training with role plays) and part in class room.

We Have Been Conducting Most Of These Programmes At Upcountry Locations And This Has Given The Dealers a Huge Comfort. All the programmes are conducted in Hindi/Bengali as per the requirement.