



# SERVING STAFF TRAINING PROGRAM

## FOR F&B & SERVICE SECTORS

Why should companies invest in their staff's training in today's highly competitive market, especially in the F&B and services sectors?

First of all, You would actually make your employees better at their jobs.

Training helps establish a consistent culture. All companies have specific processes, habits, a certain way of doing things - in short, a culture. If everyone knows what is expected of him/her, your organization will most definitely work better.

Last but not least, Training is great for recruiting. Once your company becomes known as a place that has training as a large part of its culture, talented people will want to work with you. This promotes the company's brand value.

The old argument "if I train my staff, they will leave for greener pastures" will always come to mind, what happens then if everything remained status quo?

A better question is "What happens if you don't train them and they stay?"

In any business, the risk of losing staff to competition will always be there, whether you invest in your employees or not. The question is whether you want to grow and advance your team's skills. As they say, the only constant in the business world is change, so this is not really a choice. Loyalty is great but without the relevant skills, dedication alone won't take your business to the next level.



In the service line, anybody knows how to be polite to a customer. So what will the training comprise of that will set my staff apart from my competitors and get my customers returning?

In marketing, we are often reminded to sell the sizzle, not the steak. Without team members providing the excitement for your products, these products won't fly off the shelves. We need service staff to communicate 'with' the customers and not 'to' the customers. This is a very vital element in having a competitive edge over your competitions.



WITH OUR STRATEGIC PARTNER



SUZENNE ZHENG

DIRECTOR

FIRST IMPRESSIONS IMAGE INTERNATIONAL

Talking 'to' your customers is advertising and talking 'with' your customers is market research. Such knowledge will get the customers coming back because you understand them.

The government is doing its part to help with the Productivity & Innovation Credit scheme (PIC), should F&B and service industry players take this opportunity?

Absolutely! Staff training can be expensive. Getting in the forefront of your business with the latest technology or innovations may be more expensive but we know these are inevitable activities to improving productivity in any business. With the government's help with the PIC subsidies, along with their free expert advice in web and apps designs, these high expenses need not be a hindrance any more. While it is still available, the time is now to build the competitive edge in your F&B/Service business needs with this PIC opportunity.

What are the types of training programmes we can offer to bring F&B / Service businesses to the next level?

Working in close partnership with First Impressions Image International, the training programmes are specifically tailored for the F&B / Service businesses. The courses come in two parts as follow:

#### PART 1 topics

- 1) Understanding the Company's brand
- 2) Impressions management
- 3) Impress at first sight
- 4) Personal effectiveness

Half day & full day sessions available

#### Part 2 topics

- 1) Service etiquette
- 2) Professional behaviour & communication
- 3) Telephone excellence & Customer Service
- 4) Positive & negative body language

To find out more, please contact Ken Ng at: +65 9851 7948 or [ken@smartfishasia.com](mailto:ken@smartfishasia.com)

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