



Increasing Your Effectiveness

In order to maintain your competitive edge in the spa industry, your spa must run like clockwork with happy staff and clear processes. Spa Innovations offers holistic training for spa and hospitality managers and staff.

Course Guide 2008

Spa Innovations Pte Ltd

**P.O Box 764, Orchard Post Office, Singapore 912326
Tel/Fax: (65) 6386 1236**

Email : course@spa-innovations.com



EFFECTIVE SPA MANAGEMENT

This Spa Management course is an invaluable tool for any non Spa related managers, Spa Managers and Supervisors aiming to move or upgrade to director or managerial role in this exciting and fast expanding career path or simply one who plans to open a spa. Learn how to project, plan, establish, direct and manage this business effectively and efficiently from pre-opening concept stage to post-opening management.

Course Contents:

- Definition of Spas
- Types of Spa concepts
- Design and conceptual planning
- Organisational structure and manpower planning
- Setting up operations and service procedures and protocols
- Establishing an appealing service menu and profit margins structure
- Equipment, accessories and operations supplies planning, sourcing and budgeting
- The golden rules on branding & marketing
- Understanding financial budgets, balance sheet and yield management
- Managing human resource issues and identifying employees and training needs
- Customer Relations Management - maximising data information for customer loyalty program and marketing opportunities



EGYPTIAN SPORTS MASSAGE

Massage is one of the oldest and simplest forms of medical care documented as far back as 3,000 BC. It was one of the principal methods used by the ancient physicians for relief of ailments and pains.

Egyptian Sports Massage an ancient old therapy that aims at relieving tensions and tightness of muscles from prolonged in-activity, excessive use or after an injury by working deep into muscle tissues to stretch and loosen tensed and knotted muscle fibres. This invigorating massage improves muscles tone, relieves muscular pains, stimulates circulation and promotes a sense of euphoria.

Course Contents:

- History of Egyptian therapy
- Herbs and medium used
- Benefits of Egyptian Sports Massage
- Contraindications to massage
- Basic Anatomy & Physiology
- Common Skin diseases and disorders
- Application of massage techniques
- Egyptian Sports Massage sequence
- Effective health consultation
- Customer care
- Home care recommendations



HOT STONE THERAPY

Hot Stones have been used for many purposes during ancient times especially by the Egyptian, Chinese, Russian and Native American, from cooking and baking to heating the room, warming the bed and healing muscular aches and pains during the cold winters to ancient spiritual healing. This amazingly therapeutic treatment is based on a traditional practice with modern approach. Learn the application of heated stones to ease strains on areas of tension and to relieve a host of acute and chronic problems.

Course Contents:

- History of Stones Therapy
- The types of stones to be used on various parts to the body
- Thermotherapy (heat & cold) and its benefits on the body
- Contraindication of this healing therapy
- Understand the Chakras, our wheel of energy and how Hot Stones are applied on the Chakras
- Basic Anatomy and Physiology
- Common skin diseases and disorders
- Application of pressure on stressed muscles
- Effective health consultation
- Customer care
- Home care recommendations
- Hygiene methods and sterilization of the stones



MANUAL LYMPHATIC DRAINAGE Level I/II

The lymphatic system plays an important part in our circulatory system. Being responsible for transporting and filtering toxins from our bodily fluid, it disposes them through various excretion means in our body. If this system fails to function healthily, our immune system will weaken and become susceptible to bacteria and free radicals attack.

Manual Lymphatic Drainage speeds up the transportation of lymph in our system, improving drainage and toxin filtration process, reduces swelling and alleviates stagnated tissue fluid that causes pain in our body. Thus stimulating circulation and boosting the immunity functions.

Course Contents:

- History on the discovery of Lymphatic System
- Anatomy of the Lymphatic System
- Composition of the Lymph
- Main functions of the lymphatic system
- Indications and contraindications to Lymph Drainage
- Common skin diseases and disorders
- Manual Lymphatic Drainage – Head & Neck
- Manual Lymphatic Drainage – Body
- Manual Lymphatic Drainage – Facial*
- Manual Lymphatic Drainage – Breast and Spinal*
- Treating areas of swelling*
- Effective health consultation
- Customer care
- Home care recommendations

** Level II subjects*



PREGNANCY MASSAGE

Pregnancy can be a beautiful yet stressful experience for moms-to-be. Pregnant women tend to suffer from backaches, swollen ankles, aching muscles, soreness of the breasts, fatigue to heartburn and all sorts of ailments. There is also an increase in physical as well psychological stress for the expectant mother during the pregnancy and postpartum stages.

Pregnancy Massage is a traditional healing art practiced by many Asian cultures. This pre-natal massage is designed to teach practitioners and spouses massage techniques that are safe, effective and that provide physical and emotional comfort to expectant mothers.

Course Contents:

- Anatomy and Physiology of an expectant mother
- Psychological effects of pregnancy
- Indication and contraindications to pregnancy massage
- Common skin diseases and disorders
- Types of massage oils suitable for expectant mothers
- Positions suitable for expectant mothers
- Massage techniques and sequences
- Exercises for expectant mothers
- Massage techniques during labour stages
- Effective health consultation
- Customer care
- Home care recommendations



Infant massage for parents

Babies have natural instinct to want to be touched and cuddled by their parents. This intimacy provides long lasting effects on their growth, health, development and well being.

Massage stimulates the circulatory, immune and digestive systems of the infant. It also boosts the development of the muscles tone and coordination, as well as providing calming and strengthening effects on the nervous systems. Massaging infant helps the parent build a closer bond between the parent and the child and provides emotional security for the child. It also increases the parent's ability to relax and calm the child in times of stress. Parents also learn to establish a pattern of relaxation for their infants at a young age that can be followed into adulthood.

Course Contents:

- Benefits of infant massage
- Safe positioning for infant massage
- Appropriate massage oils for infants and children
- Massage Sequence
- Contraindications to massage
- Massage sequence for colic, painful gas and constipation
- Infant exercises
- Manual Lymphatic Drainage techniques
- Massage for older children



POST NATAL MASSAGE & HERBAL WRAP

Post Labour Massage and Herbal Wrap is a traditional therapy to aid new mothers get into shape by stimulating and improving circulation while removing water retention and relieving muscular aches associated with pregnancy. The toning and firming techniques aid in the production of natural collagen and elastin in the skin tissues which help reduce visible stretch marks. A warming herbal wrap reduces swelling and increases cellular renewal.

Course Contents:

- Basic Anatomy of the reproductive organs, muscular and skeletal systems
- Symptoms and causes of swelling and stretch marks
- Psychological effects of Post Natal
- Common areas of Post Natal aches and pains
- Physiology of Post Natal massage
- Types massage oils and herbs and its benefits
- Indications and contraindications to Post Natal Massage & Herbal Wrap
- Post Natal therapeutic massage techniques
- Binding technique
- Skin care and exercises for mothers
- Home care recommendations



SPA AYURVEDIC THERAPY

Ayurveda is the world's oldest recorded healing system. *Ayur* or simply longevity and *Veda*, the science of life or knowledge promotes health, natural beauty and long life. It is based on universal principles and is as useful in our modern society as it was in past times. It gives us a broad view of health in its totality, viewing the individual as a whole encompassing the physical, mental, emotional and spiritual aspects of being. Ayurveda is about understanding the Self and in doing so we are able to know the Self and what it requires on a day-to-day basis to achieve and maintain balance.

Course Contents:

- An Understanding of Ayurveda - a timeless healing system
- The Five Elements and how it affects the body
- The Doshas - Vata, Pitta, Kapha
- The *Prakruti* and *Vikruti* of Doshas
- Ayurvedic Aromatherapy and its composition
- The benefits of Ayurvedic therapy and nutrition
- Contraindications for Vata, Pitta, Kapha doshas
- Common skin diseases and disorders
- Identifying and treating Marma Points
- Padabhyanga and Padaghat - application of oil and foot massage
- Shirodhara – Oil pouring on forehead
- Shiro Abhyanga - head and neck massage
- Abhyanga and Mardan or Malish - application of oil and body massage
- Effective health consultation
- Customer care
- Home care recommendations



SHIATSU

An invigorating bodywork that uses touch to affect the body's internal vital energy flow, *Shiatsu*, or literally "finger pressure" offers many benefits to health. This human touch is combined with an awareness of channels of energy flow known as *meridians*, similar to those used of acupuncture. This treatment promotes excellent energy flow and circulation, stimulates the nervous system and rebalances hormonal functions, releasing deep-seated tension from the muscles as well as mobilising the body's own healing abilities.

Course Contents:

- Basic Anatomy and Physiology
- The origins of Shiatsu and how it works
- Understanding Ki, Tsubo, Kyo & Jitsu of the human body
- Identifying the energy channels or meridians
- Common skin diseases and disorders
- Indications and contraindications to Shiatsu
- The Yin & Yang of energy works
- Shiatsu and its therapeutic techniques
- Effective health consultation
- Customer care
- Home care recommendations



THAI MASSAGE LEVEL I/II

Traditional Thai Massage techniques are an extraordinary 2,500 years old natural healing art based on Indian Ayurvedic Medicine, Yoga and Buddhist spiritual practice. This healing system exemplifies the four divine state of mind of Buddhist teachings: loving kindness, compassion, vicarious joy and equanimity.

Traditional Thai Massage consists of four components – herbal medicine, food cures and nutrition, spiritual practices and the manual therapies *NAUD BO RARN*. *NAUD* means to touch with intention to heal whereas *BO RARN*, derived from Sanskrit, refers to things that are ancient, sacred and revered. This profound stress relief therapy is based on an energetic paradigm of the human body and mind, working on energy pathways SEN and energy points NADIS to achieve a state of deep mental and emotional balance.

Course Contents:

- History of Thai Massage
- Basic Anatomy & Physiology
- Benefits of Thai Massage
- Common skin diseases and disorders
- Contraindications to massage
- Thai Massage techniques and applications
- Thai Massage sequence – lying on back, lying on side, lying on stomach and seated positions
- Identifying the *Meridian* lines
- Thai Massage sequence – advance head, back, arm & leg techniques*
- Effective health consultation
- Customer care
- Home care recommendations

* Level II subjects



BACK RELIEF LEVEL I/II

A trigger point is a highly irritable localized nodule or a tight band of the muscle tissue commonly known as *knots*. It is often felt as an oppressive deep ache that can be quite intense and intolerable. Some common referring symptoms of such pains are tension headaches, migraine, sinus pain, dizziness, nausea, frozen shoulder, pain or even numbness on extremities like the hands and feet.

Common causes of such pains are falls, accidents, prolonged straining or overworking the muscle group. Back Relief teaches you to appreciate the therapeutic effects of this ingenious technique in dealing with discomfort of the neck, shoulder and back while treating the source of pain.

Course Contents:

- Basic Anatomy of the skeletal & muscular systems
- Symptoms and causes of the neck, shoulder and back pain
- What is Trigger Point and how was it formed?

- Common skin diseases and disorders
- Contraindications to Back Relief techniques
- Massage & therapeutic techniques – Neck, shoulder & back
- Massage & therapeutic techniques – head & buttock & advance neck, shoulder & back*
- Effective health consultation
- Customer care
- Home care recommendations

* Level II subjects



TRADITIONAL INDONESIAN MASSAGE

Traditional Indonesian Massage works on congested, tight muscles, using deep palm and thumb pressure and long strokes to knead and soothe away tension and aches from the body.

This technique has been passed down from generation to generation, making famous what Traditional Indonesian Massage is today.

Course Contents:

- History of Indonesian Therapy
- Herbs and medium used
- Benefits of Traditional Indonesian massage
- Contraindications to massage
- Basic anatomy and physiology
- Application of massage techniques
- Traditional Indonesian Massage sequence
- Effective health consultation
- Customer care
- Home care recommendations



AROMATHERAPY MASSAGE

Aromatherapy builds superb physical and mental well being. It applies appropriate essential oils with comforting massage ritual to reduce stress, enhance relaxation, relieve anxiety, calm and soothe nervous system. Learn to appreciate the origins of Aromatherapy and understand types of pure aromatic essential extracts from plants, flowers, fruits, herbs and sweet woods with various natural base oils blends for a rhythmic and soothing body massage.

Course Contents:

- Basic anatomy and physiology
- The origins of Aromatherapy and how it works
- Methods of extraction and usage
- Caring for essential oils and general safety
- Types of essential oils
- Common skin diseases and disorders
- Indications and contraindications of Aromatherapy
- Choosing and using appropriate oils for the customer
- Aromatherapy massage and its therapeutic techniques
- Effective health consultation
- Customer care
- Home care recommendations



COUPLE MASSAGE

Create intimacy through touch - learn to give your spouse a soothing and knot-busting yet sensual massage that guarantees to melt his or her heart. Improve your relationship and partnership by expressing your tender loving care through giving and receiving this gentle and stress relieving therapy.

Course Contents:

- Building the right ambience for massage
- Types of essential oils for relaxation and muscle relief
- Basic anatomy and physiology
- Common skin diseases and disorders
- Indications and contraindications to massage
- Enhance relationship and partnership through massage
- Creating connection during massage
- Application of massage techniques
- Massage sequence



SPA BODY SCRUB & WRAP

Learn how to blend natural ingredients that are effective for skin exfoliation. Understand the benefits of Dead Sea Mud wrap and Herbal Essence wrap for detoxification, reducing of water retention, treating aches and pains and distressing tired muscles.

Course Contents:

- Types of body scrubs and its benefits
- Choosing appropriate scrubs for various skin types and conditions
- Full body scrub practical
- Types of body wraps and its benefits
- Full body wrap practical
- Common skin diseases and disorders
- Contraindications to body scrubs and wraps
- Thermotherapy & its application
- Effective health consultation
- Customer care
- Home care recommendations



FOOT REFLEXOLOGY

The origin of reflexology dates back ancient India, China and even Egyptian times some 2330 BC. This form of treatment by means of applying pressure points to the sole in order to relieve pain in the body is known as *Zone Therapy*. The points reflex the areas of the body, thus known as Reflex points.

Foot Reflexology aims at stimulating energy flow on areas of blockages to relieve pain and stress in the body and increases vitality. This therapy also helps reduces swelling and lightens heavy feet.

Course Contents:

- History of Foot Reflexology
- Anatomy of the foot
- Zones of the foot and relations to the organs
- Common diseases & disorders of the foot
- Indications & contraindication of Foot Reflexology
- Application of Reflexology techniques
- Effective health consultation
- Customer care
- Home care recommendations



SPA MANICURE & PEDICURE

LEVEL I/II

You do not need to be a professional Manicurist or Pedicurist to learn the art of beautifying hands, feet and nails. This course teaches you to master the skills of performing a professional spa manicure and pedicure with the highest standards and hygiene and with the least efforts.

Course Contents:

- Basic Anatomy of hands, feet and nails
- Common disorders and diseases of hands and feet
- Contraindications to Spa manicure & pedicure
- Understanding the usage of manicure & pedicure instruments
- Skin exfoliation
- Nail shaping
- Cuticle work
- Hands and feet massage techniques & sequences
- Warm oil and paraffin mask treatments
- Colour application
- Nail Art – sticker and painting methods*
- French manicure & pedicure*
- Customer care
- Home care recommendations

* Level II subjects

Note: Manicure and Pedicure accessories and tools available at student's price.



SPA FACIAL

LEVEL I/II

Spa Facial is an advanced facial technique combining beauty therapy with holistic care. This therapy treats beyond the skin, rebalancing and rejuvenating the body, mind and soul. This course equips you with the skills and knowledge required of a professional spa facial therapist.

Course Contents:

- Basic Anatomy of Facial Skeletal & Muscular System & Skin
- Physiology of facial massage
- Skin diseases and disorders
- Indications and contraindications of facial
- Skin analysis
- Selecting suitable skin care products for treatment
- Skin cleansing & exfoliation
- Spa facial massage techniques
- Massage techniques – head, neck & shoulder
- Massage technique - hand & advance head, neck & shoulder*
- Electrical Treatment – Steam & Hi Frequency*
- Black and white heads extraction*
- Eyebrow shaping*
- Hygiene & sterilization of equipment & accessories
- Effective health consultation
- Client care
- Home care recommendations

* Level II subjects

Note: Facial products and tools available at student's price



HAIR DEPILATION

Learn how to achieve smooth skin through depilatory wax method. It is safe, hygienic and leaves skin silky smooth and glowing.

Course Contents:

- Anatomy of skin and hair follicle
- Types of hair removal methods
- Methods of skin cleansing
- Contraindication to waxing
- Hygiene and sterilization practices
- Wax techniques for:
 - leg, toe, knee
 - bikini line, Brazilian
 - underarm, arm
 - back, chest
 - upper lip, face and eyebrow
- Handling skin sensitivity
- Handling ingrown hair
- Effective health consultation
- Customer care
- Home care recommendations



GENERAL SKILLS COURSE GUIDE

EFFECTIVE COACHING PRACTICES

This course seeks to study in greater depth the process of Coaching and Mentoring. It is a vital component in any Supervisory role in any organisation. Coaching can reap many benefits to both the employee and the coach. This is an interactive session where supervisors are given the chance to practice their coaching skills and given feedback for improvement.

Learning Objectives:

- What is Coaching?
- The Need for Coaching
- The Coaching Process
- Giving Feedback that Works!
- The Physical and Psychological Aspects of Coaching
- Measuring the Effectiveness of Coaching
- Coaching Role Play & Review/Critique



LISTENING & ORAL COMMUNICATION SKILLS

This course will seek to equip our staff with the necessary skills in active listening and oral communication. This is important as most day to day communication is distorted hence resulting in ineffective communication. This course will enhance their skills through group discussions, role plays and through games and activities. Everyone and anyone can attend this course to improve their communication skills

Learning Objectives:

LISTENING

- Learn what is active listening
- Know the importance of listening in our life
- Learn how to improve your listening skills
- Discover your listening effectiveness
- Learn about different listening styles

ORAL COMMUNICATION

- Know what oral communication is
- What to be aware of in oral communication
- Discover your Communication Style
- Develop a strategy for more effective communication
- Learn how to improve your oral communication



LIFESKILLS TRAINING FOR PERSONAL EFFECTIVENESS AND SUCCESS

Personal Effectiveness:

It refers to the ability to understand and appreciate, accept and develop oneself for personal well-being. It is the ability to make wise decisions, solve problems and manage change. Individuals who exhibit personal effectiveness are open and sensitive to the needs of others and can communicate empathy as well as function effectively in a group situation.

Interpersonal Effectiveness:

It is a major determinant of success in family, work and social relationships. Individuals who demonstrate this form of intelligence understand the importance of interdependence of people. They know how to keep friends and are skilful in resolving conflicts.

Effective Learning:

Individuals who demonstrate effective learning are independent learners who are able to continually acquire, process and apply the knowledge they have gained.

Transition to Work:

It highlights the importance of career self-awareness and exploration. This is imperative in the light of rapid technological changes in the work place and globalisation. In view of this, it is important that employees are able to apply their new knowledge and skills into the workplace for greater success.



PRESENTATION SKILLS FOR SUCCESS

Presentations take place everyday in our lives. Success in our lives greatly depends on the ability to impress others during a presentation. Presentations also are our number 1 fear in life...the fact that we have to face others and present makes us tremble all over. This course seeks to address the concerns that people have on presentations through interactive role play sessions to bring out the fear in us and overcome them effectively.

Learning Objectives:

- The Fear of Presentations
- How Presentations can affect our lives
- Content Development
- Preparation, Preparation, Preparation
- The Physical and Psychological Aspects in Presentations
- Voice & Poise
- Taking Questions Confidently and Creating a Great Impression
- Presentation Role Play & Review/Critique



SERVICE TO TAKE YOUR CUSTOMER'S BREATH AWAY

In any organisation, service plays an important element in ensuring your organisation stays ahead of your competition. While the products that you offer plays a part in ensuring Customers come back to you, these can be easily replicated with today's technology and know how. Service on the other hand, allows the organisation to maintain a competitive advantage over others. This interactive programme will look at service holistically and provides ways in which we can WOW our Customers.

Learning Objectives:

- The need to focus on Service
- What is Service?
- How Service can affect the company's bottom line
- Perceptions and Expectations of Customers
- Managing Customers Expectations for Excellent Service
- Exceeding Customers Expectations and WOWing them!



HOW TO TURN AN ANGRY CUSTOMER INTO A LOYAL ONE

Customers who are angry and tell you so are actually giving us an opportunity to carry on doing business with us again. We should all be thankful that they do. In fact 96% of Customers who are dissatisfied with our service tend to keep quiet and influence others not to come back. Only 4% who are unhappy with us tell us so. This course seeks to equip participants with the skills to handle such Customers and not just calm them down but turn them into LOYAL Customers.

Learning Objectives:

- Why Customers Get Angry
- Concept of Service Breakdowns
- Steps to handle Angry Customers
- Turning a difficult situation into an opportunity
- Service Recovery Role Plays to drive home the importance of keeping your Customers



THINKING SKILLS - AFTER ACTION REVIEW/MINDMAPPING - A CULTURE BUILDING PROGRAMME

This course seeks to impart the history and the nature of the AAR process to the participants. By building a foundation, the course will then equip participants with the necessary skills to conduct an AAR session between their departments, outlets or cross departmentally. The course will also demonstrate a simulated AAR session so as to give participants a better understanding of how the whole process works. Participants should be able to conduct an AAR after attending the course. The technique of mindmapping will also be taught to participants as an aid to facilitating the AAR summary session.

Learning Objectives:

After the course, participants should be able to;

1. Understand the background of the AAR process
2. Know how AAR is linked to Knowledge Management
3. Understand what is necessary to conduct an AAR
4. The benefits of AAR
5. The 4 stages of an AAR
6. The concept of mindmapping and its benefits
7. How to draw a mindmap and use it to explain concept/subject



TEAM WORK FOR SUCCESS

Group dynamics occur in our everyday lives. In order to achieve Success in our personal lives, we need to be able to master the skill of working with others. This does not just mean in work situations but also can be applied to the domestic front as well. This interactive session will cover the group formation theory as well as people relationship building skills. Participants will be able to bring back with them a slew of tips and advice on fostering better relationships with others.

Learning Objectives:

- The Reason for Groups to Exist
- Group Dynamics – what goes on when groups form
- Benefits and Potential Problems when groups form
- Interpersonal Skills for Group Effectiveness
- Tips for Enhancing Group Effectiveness
- Negotiation Effectiveness
- Conflict Handling Strategies



INNOVATION AND QUALITY CIRCLE TRAINING FOR MEMBERS, FACILITATORS & LEADERS

Innovation and Quality Circles (IQC) are a good way not just to improve current situations but also as a means to get a team to perform at optimum levels. The various levels of IQC training will equip participants with the background of IQCs as well as various tools and techniques required of IQC projects. A detailed study of what is required in an IQC presentation will also be taught to participants. As an extra value add, participants will also be taught creativity in idea generation and are required to submit a "mock" report and carry out a simulated presentation for added experiential learning.

Learning Objectives:

- History of IQC
- Benefits of IQC
- Structure of IQC
- Roles of IQC Team Members, Leaders & Facilitators
- The Brainstorming Process
- Tools and Techniques of IQC presentations
- Requirements of the IQC Convention
- Presentation Skills
- Handling Questions Professionally
- Creativity in IQC



CREATIVE PROBLEM SOLVING

We face problems everyday, be it in our own personal or work lives. How we handle problems show our maturity and creativity. It is an important skill we must pick up and apply in order for us to be an effective person. We are judged by the way we solve problems and this will determine our Success in life. This course breaks down problems, analyses the factors that cause them and provides decision making skills in overcoming them.

Learning Objectives:

- Problems we face
- What can we do about our problems
- Different types of problems
- Problem Solving skills
- Factors affecting problem solving
- Identify & Define a problem
- Simple & Complex problems
- Handling simple problems
- Handling difficult problems
- How to study a problem
- Creative idea generation
- How to find solutions for problems
- How to select the best solution
- Developing an Action Plan
- Monitor & Evaluate progress
- Common problem solving mistakes



THE TRAINER'S ESSENTIAL SKILLS FOR SUCCESS

As a trainer or a coach, it is imperative that we are able to handle the situation when conducting training sessions. In order to make each training session effective, we must be able to transfer the key lesson points succinctly to the participants. This course looks at the various essentials that a trainer must have in order to maximise time spent in training. It also provides tips on how to make training impactful and introduces activities for ice breaking and learning.

Learning Objectives:

- Roles of a Trainer
- Lesson Planning and Experiential Learning
- Presentation Skills
- Voice Quality
- Poise and Appearance
- Setting up of the Classroom
- Training Aids for greater impact
- Handling Q & A sessions professionally
- Dispensing Positive Strokes for Reinforcement
- Hands on Practical Presentation and Critique



EFFECTIVE SELLING SKILLS

We all need to sometimes persuade others not just to buy our products and services that we offer but also to promote our ideas or solutions to our colleagues and other stakeholders. This becomes more so in the fashion industry when designs and concepts need to be 'sold' to relevant internal parties.

This course provides a greater insight into the selling process and the tools and techniques for effective selling and persuasion not just for tangible products but for intangible products such as services, designs, concepts, ideas and solutions.

Learning Objectives:

- The Evolution of the Selling & Marketing concepts
- Determining the differences between needs, wants and demand
- Identifying the needs of your Customers
- The AIDA model
- The FAB model
- Communication Effectiveness
- Asking and Listening for clarification
- Handling Objections Professionally



THE EFFECTIVE SUPERVISOR

Learning Objectives:

At the end of the course, participants will be able to:

- Explain the 4 core skills of effective supervising
- Delegate effectively
- Reduce miscommunication through more effective communication skills
- Demonstrate team thinking and building skills
- Develop effective motivational strategies to induce greater commitment from subordinates

Content/Outline:

- The Effective Supervisor – who is it?
- The Diligent Planner
- The Wonderful Organiser
- The Great Leader
- The Controller
- Communicating with your Subordinates
- Building the Team for Results
- Motivating your Employees



BASIC HOUSEKEEPING OPERATIONS

This basic housekeeping operations course equips experienced and inexperienced housekeepers with the necessary skills, techniques and knowledge needed to service a guest room to a high standard expected of a deluxe hotel or serviced apartment.

COURSE CONTENT

- Definition of basic housekeeping terminology
- Storage and trolley management
- Linen Control
- Efficient Workflow
- Making up Beds
- Dusting Techniques
- Clean Bathroom
- Lost and Found Procedures
- Basic Communication Techniques
- Workplace Health and Safety Procedures



SUPERVISORY HOUSEKEEPING OPERATIONS

This supervisory level course emphasizes on developing the leadership skills in housekeeping supervisors so that they can manage a housekeeping team more efficiently. It equips supervisors with communication skills necessary to deal more efficiently with customer complaints or requests and resolving conflicts with the housekeepers.

- Supervisory Skills
- Quality Control (How to Check a Room)
- Efficient Reporting Techniques
- Conflict Resolution
- Management of Rotational Duties
- Communication Skills (Written and Verbal)
- Team Management