



Lutfi Self Development Centre

"Unleashing Human potential"

**PROPOSAL FOR**

# **Loyalty Programs**

Prepared by

Name(s) and position(s)

**Training Coordinator, Khartoum, Sudan**

Submission Date: 4<sup>th</sup> December 2010

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# 1-Introduction

In the business, it seems as though we are constantly faced with the issue of trying to find new customers. Most of us are obsessed with making sure our advertising, displays, and pricing all “scream out” to attract new customers. This focus on pursuing new customers is certainly prudent and necessary, but, at the same time, it can wind up hurting us. Therefore, our focus really should be on the 20 percent of our clients who currently are our best customers.

This idea of focusing on the best current customers should be seen as an on-going opportunity. To better understand the rationale behind this theory and to face the challenge of building customer loyalty, we need to break down shoppers into five main types:

**Loyal Customers:** They represent no more than 20 percent of our customer base, but make up more than 50 percent of our sales.

**Discount Customers:** They shop our stores frequently, but make their decisions based on the size of our markdowns.

**Impulse Customers:** They do not have buying a particular item at the top of their “To Do” list, but come into the store on a whim. They will purchase what seems good at the time.

**Need-Based Customers:** They have a specific intention to buy a particular type of item.

**Wandering Customers:** They have no specific need or desire in mind when they come into the store. Rather, they want a sense of experience and/or community.

If we are serious about growing our business, we need to focus our effort on the loyal customers, and merchandise our store to leverage the impulse shoppers. The other three types of customers do represent a segment of our business, but they can also cause us to misdirect our resources if we put too much emphasis on them.

Therefore, lutfi SDC has designed a package to train your staff in best current practices in Customer Service named **Loyalty Programs**. Its aim is to deliver high quality trainings and share current practices. The program is tailored to meet the needs of all our customers, and includes six programs focused on customer services, they are all taught under the supervision of highly competent facilitator who is using presentation, case study, games, and interactive discussion to maximize the benefits of attending the program. We guarantee the **Loyalty Program** will enhance your business and make your organization at the forefront from its competitor, and noticed improved performance from your staff.

# 2-Training Methodology

2.1 Lutfi SDC would hold detailed discussions with the company team on programme design and content and would submit all proposed handout material and exercise briefs for agreement. In designing material and session content we would incorporate any key messages identified by company as necessary or important. All material developed would become the property of company.

2.2 To be effective, we believe that skill building programmes need to be specifically designed for the organization in question. There are common techniques and behaviors which can be shared but these need to be used and applied against:

The context in which the organization works.

The expectation and needs of the organization – internal and external.

The needs and expectations of the staff and managers providing the service.

2.3 We would, with project team develop an appropriate pre-course assessment process and instrument so that we know experience and expectation levels.

2.4 To implement the methodology effectively, detailed discussions with work team are required when deciding how to support the training programme by institutionalizing it. Appropriate tactics could include some of the following:

Agreeing on a number of key messages for regular repetition within the organization.

Defining acceptable and unacceptable behaviors.

Introducing the theme of service excellence.

Ensuring that capacity development programmes stress the role in managing and monitoring service provision.

Ensuring visible, sustained support from senior management for effective service provision.

Agreeing how impetus is to be maintained and how any individuals who do not meet the required standards are to be addressed and managed.

Making arrangements for continuing training.

# 3-Training Programmes

## 3.1 An Introduction to Customer Service - Putting Customers First

### Programme Overview

This programme designed to learn how to apply best practice techniques to develop and support long-lasting customer service relationships.

### Programme objectives:

**By the end of this course you will be able to:**

- Examine the effects of good and bad customer service on customer loyalty.
- Investigate your personal impact on customers.
- Manage customer expectations and demands effectively.
- Deliver a first class customer experience within a range of different situations.
- Recognize how a change in your behavior can increase customer loyalty .

### Programme Content :

- Customer-centric Focus
- The Customized Service Experience
- Understanding your Personal Impact
- Understanding Customer Requirements
- Remaining Calm Under Pressure

**Programme Audience:** frontline staff

**Programme duration:** 3 day .

# 3-Training Programmes

## 3.2 Achieving Excellence in Customer Service

### Programme Overview

This programme designed to equips you with the skills to deliver consistent service excellence at every customer. It will also enable you to handle difficult situations and achieve increased customer satisfaction and loyalty .

### Programme Objectives :

#### By t he end of this course you will be able to:

- State your role in achieving a differentiated branded customer experience.
- Shape and deliver your customers expectations.
- Identify the relationship between effective communication and customer loyalty.
- Handle customer complaints and objections successfully, using new tools, tips and techniques.
- Maintain a positive, customer-focused attitude, even in challenging situations.
- increased customer loyalty and retention

### Programme Content :

- What is a Differentiated Customer Experience?
- Communicating Positively with Customers
- Turning Complaints Into Opportunities
- Understand and shape the role of each employee in the customer value chain
- Identify 'best practice' in managing different customer situations, including complaints
- Motivate and maintain morale in front-line customer service staff and teams
- Integrate all aspects of your organization to manage and exceed customer expectations
- Develop, motivate and inspire customer-value staff to deliver high quality consistently
- Measure and assess how well customer service standards and objectives are being achieved
- Form stronger relationships with individual customers through interactive Customer Centric (CC) processes and standards

**Programme Audience** :customer service

**Programme Duration:** 3 days

# 3-Training Programmes

## 3.3 CC KPI's

### Programme Overview

The Customer Care KPI Programme is designed to make good business sense, understand how to grow customer satisfaction, how to measure the degree of customer satisfaction and to identify the methods for obtaining customer feedback.

### Programme Objectives

To allow management to see the company or department performance in one place.  
To work together as a team to a common set of measurable goals.  
To see the actual performance of a goal or strategic objective.  
To make quicker decisions.

### Programme Materials

Programme slides.  
Handouts.  
Exercises to emphasize key sections of the Programme.  
Self scored instruments.

### Programme Agenda Topics

What is Customer Care KPI?  
Frequency impact to customers.  
Cost of services per customer.  
How much it will cost you to replace a customer or to keep a customer you already have.  
The rate of service charges / profits.  
Pareto rules

**Programme Audience:** all employees work in customer service

**Programme Duration:** 3 days .

# 3-Training Programmes

## 3.4 Customer Relationship Management

### Programme Overview

This programme designed to enables you to get greater clarity on what your customers want and what they value about their relationship with you.

### Programme Objectives:

- Understanding your organization and your competitor s customer expectation.
- Understanding who customers are and their importance and value to the organization.
- Effective communication with clients to increase customer loyalty.
- Use a variety of techniques to develop a customer-focused culture.
- Apply an effective approach to handling difficult situations and people in an effective and professional manner.
- Understand how to say „no but still retain your customers custom.

### Programme Content

- Back grounds and benefits.
- Customers (who are our customers) .
- The common causes of failure and how to avoid them.
- Implementing a customer relations programme.
- Building customer relationship that lead to loyalty.
- Motivating people to car e for customer.
- Measuring customer satisfaction dealing with customers face to fa ce.
- Telephone techniques.

**Programme Audience:** managers, employee in frontline and all levels .

**Course duration: 3 days** .

# 3-Training Programmes

## 3.5 Communication and Negotiation Skills

### Programme Overview

The Programme is designed to acquire the knowledge to develop sophisticated negotiation skills crucial to achieving desired results and building strong relationships. It will help to express yourself more effectively, have more influence with your colleagues and appear more confident in front of others.

### Programme Objectives

- Develop an effective plan and strategy for any negotiation.
- Achieve results in your communications with others.
- Communicate effectively using simple, concise and direct language.
- Speak with more confidence and listen carefully to build rapport, and know when and when not to negotiate.
- Negotiate face-to-face, on the phone, and through e-mail.
- Learn to become more persuasive.
- Use techniques that pull information from the other parties.
- Read client and employee behaviours styles to maximize closure.
- Recognize interests and issues and avoid unnecessary positions.
- Giving positive feedback.
- Minimize conflicts and deadlocks both internally and externally.
- Meet business objectives by focusing on planning rather than tactic.

### Programme Agenda Topics

- How do you see yourself?
- What makes a good communicator ?
- Understanding Types of Negotiation.
- Defining your negotiation style.
- Working with your own negotiation 'Rules' and beliefs.
- Playing the 'Game' of Negotiation.
- Negotiation Upwards and Downwards.
- Knowing your bottom line.
- Knowing what to Give Away, and dealing with Hidden Agendas.
- Making decisions, finessing and closing the deal.

### Programme Materials

- Programme slides
- Handouts
- Exercises to emphasise key sections of the Programme.
- Self scored instruments

**Programme Audience:** customer service managers, supervisors and team leaders

**Programme Duration:** 3 days.

# 3-Training Programmes

## 3.6 Time Management

### Overview:

This programme is designed to help participants develop their skills in time management to achieve more effective results in less time.

### Programme Objectives:

Identify their own particular time wasters and adopt strategies for eliminating them from their work pattern.

Recognise the variety of causes of procrastination and apply relevant techniques to overcome these.

Clarify and prioritise their objectives and goals.

Adopt appropriate strategies for dealing with interruptions.

Use practical techniques for organising work.

Reduce time spent in meetings yet contribute more effectively.

Delegate work more effectively to staff

### Programme Content

Do it now

Objectives and goals

Evaluate current usage of time

Organising your work

Managing meetings

Delegation

Continuous improvement

Developing and maintaining your time management habits.

**Programme Audience** : all employees in different levels.

**Programme duration: 3 days** .

# 4-Relevant Experience

**4.1** Lutfi SDC has worked with some of the public and private sector clients for whom we have designed and implemented management and leadership programmes. Lutfi SDC has delivered successful projects since being set up in 2006. Prior to that, the Chief Learning Officer at Lutfi SDC **Mr. Saif Lutfi** has worked in training and development for over 9 years in the UK. He designed programmes for nationally known firms.

**4.2** Our training centre has delivered in-house programs such as;

**Away Day and Team Building activities to the following companies:**

**The British Embassy  
DAL Group  
UNDP  
Mauritius Island –Indian Ocean  
Savola Oil  
Sayga Flour Mills  
Liquid Air**

**Report Writing to the following companies:**

**Zain  
WNPOC  
Petronas**

**Communication and Email Skills to the following companies:**

**White Nile Petroleum Operating Company  
Zain Sudan**

**Performance Management to the following company:**

**Sayga Flour Mills**

**Memory Enhancement to the following companies:**

**National Electricity Corporation (NEC)  
Ministry of Foreign Affairs**

**Train Of Trainer (TOT) to the following companies:**

**Zain Sudan.  
Elnefeidi Group.  
Savola Oil  
Sutrac and Mitsubishi**

**Recruitment and Selection**

**Petrodar Operating Company PDOC  
Petronas**

**Certificate in Personnel and Practice CIPD - UK**

**Petrodar Operating Company PDOC**

# 5-Our contacts:

Lutfi SDC is a registered business name with Business Name Registration on 22 March 2006.  
Certificate No 53831

1. Company Name Lutfi Self Development Centre

2. Web Site URL <http://lutfisdc.net>

3. Main Street Address Block22, Al-Tayeif

4. City Khartoum

5. Postal Code P.O. Box 8239 Postal Code 1111

6. Country Sudan

7. Contact Person

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Phone Mobile +249 123001288

Phone +249 183 252661

E-mail [m.ali@lutfisdc.net](mailto:m.ali@lutfisdc.net) or [training@lutfisdc.net](mailto:training@lutfisdc.net)

Title Training coordinator

8. Contact Person

Name Sanaa Yahia

Phone Mobile +249 123001288

Phone +249 183 252661

E-mail [S.yahia@Lutfisdc.net](mailto:S.yahia@Lutfisdc.net)

Title Program designer

9. Contact Person (Second Name)

Name Mohamed Lutfi

Phone +249 912600090

Fax +249 183 252662

E-Mail [m.lutfi@lutfisdc.net](mailto:m.lutfi@lutfisdc.net)

Title Senior Consultant

Banking Information

Name of Banking Institute - Sudan Bank Of Khartoum

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City Khartoum, Sudan

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City Khartoum

# APPENDIX 1: Recommendation Letters



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ  
وزارة الصحة الاتحادية  
مركز التطوير المهني والتدريب المستمر  
CONTINUOUS PROFESSIONAL DEVELOPMENT

Date: 21/09/2008

## To Whom It May Concern

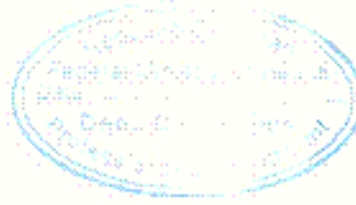
We would like to confirm that, Continuous Professional Development Centre has been working with Lutfi Self Development Centre in March 2008. Lutfi SDC has trained middle managers from the different department of Ministry of Health from Khartoum and States.

Lutfi SDC has delivered a designed management module for our organisation over a week. We have covered Leadership, Team Building, Creativity and innovation, and Strategic Planning. We were pleased with the outcome of the training and we believe Lutfi SDC has used very interesting techniques to deliver their messages. I sincerely, believe their style of presenting and delivery is very unique to them and it's rare to find in the training institute in Sudan.

Regards

HRD PROGRAMME MANGER

CPD



# APPENDIX 1: Recommendation Letters

KHARTOUM  
SUDAN  
الخرطوم  
السودان

  
صندوق دارفور للإعمار والتنمية  
Darfur Reconstruction & Development Fund

السلطة الإنتقالية الإقليمية لدارفور  
Transitional Darfur Regional Authority

Ref:  
Date: : 15/09/2008

الرقم:  
التاريخ:

Dear Sir/Madam

**To Whom It May Concern**

This is to inform you Darfur Reconstruction Government Fund, has been working with Lutfi Self Development Centre from the 3<sup>rd</sup> quarter of 2008. Lutfi SDC will be training our staff from the 3 Darfur regions and our main office in Khartoum.

Lutfi SDC has won a contract with us to train our staff on the areas of:

- 1) Leadership to our high senior officials.
- 2) Proposal Writing and Fund Raising to our middle managers and officials.
- 3) Developing Community Project to our middle managers and officials.

So far Lutfi SDC has exceeded our expectation by showing a high level of professionalism and very structured organised methodology. They have organised some of the courses in South Africa and Mauritius and we had a very interesting feedback from our participants who were involved closely with Lutfi SDC.

I would highly recommend Lutfi SDC to any local or international organisation to work with them on training and consultancy. We are privileged that we have started working with Lutfi SDC, and we look forward for a lasting relationship with them.

Regards,

  
Hawa Mohammed Salih  
Director of Capacity Building Administration

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مكتب نيالا: هاتف: \_\_\_\_\_ فاكس: \_\_\_\_\_  
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شركة سيقا للاستثمار المحدودة  
SAYGA INVESTMENT COMPANY CO.LTD



## TO WHOM IT MAY CONCERN

This is to kindly acknowledge that Sayga Flour Mills have worked closely with **Lutfi Self Development Centre (LSDC)** & Instructor Saif Lutfi in a series of twelve (12) **Group Dynamic Training Programs** presented to various levels of our staff throughout the first & second quarter of 2008. They have successfully met our requirements as we both understand the importance of working as a team and sharing common goals in any organization and corporate environment.

The course covered: Definition and value of Teams, Involve members in identifying team goals, Model and facilitate trust among members, Provide individual and team feedback, Problem Solving in teams, Recognize, accept, manage, and utilize member diversity and Facilitate team development through various stages.

They have delivered for us creative training, new methods/techniques, interactive activities and skill building sessions. They make the learning thorough, long lasting and enjoyable. Moreover; Saif provoke, stimulate and inspire change. He likes to interact at a personnel level with all his trainees and uses interesting energizers and openers during all his sessions; which makes the learning fruitful, simple and of relevance.

I believe he is an excellent Instructor in such particular programs and we are confident that Instructor Saif Lutfi can deliver similar programs to any type of business in Sudan or worldwide.

Regards  
*Samah Elsadig*  
Training & Development Manager



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