

A photograph of three women in a modern office environment. One woman stands in the center, leaning over two seated women who are working on laptops. They are all smiling and appear to be in a collaborative meeting. The office has large windows in the background showing a cityscape.

THE STYLE ATELIER

PROFESSIONAL IMAGE & ETIQUETTE FOR COMMUNICATION EXCELLENCE

TRAINING PROGRAMME

Eligible for:

- Baseline Funding
- SkillsFuture Enterprise Credits
- Enhanced Training Support for SMEs
- Mid-Career Enhanced Subsidy
- Absentee Payroll

THE STYLE ATELIER

WHAT MAKES A BRAND GREAT?

THE PEOPLE.

Your staff are your brand ambassadors.

Every interaction a customer has with your people either builds up or tears down their loyalty to your brand. Every interaction has a profound impact on the business and sales.

Therefore, nothing short of excellent service will do.



THE STYLE ATELIER

BE THE CHANGE YOU WANT TO SEE.

At The Style Atelier, we know that elevating your people's image, credibility and presence is one of the most enduring and sustainable ways to grow your business.

Our signature PROFESSIONAL IMAGE AND ETIQUETTE FOR COMMUNICATION EXCELLENCE training programme equips staff with practical know-how to enhance their professional style, finesse and service standards to deliver an impeccable experience for your clients and customers.

Mode of training: Classroom training



C O U R S E C O D E : T G S - 2 0 2 2 0 1 1 6 8 9

PROFESSIONAL IMAGE & ETIQUETTE FOR COMMUNICATION EXCELLENCE

16-HOUR COURSE OUTLINE (DAY ONE)

■ Understanding the meaning of customer service

Identify what customer service entails

The definition of Customer Service

Qualities and characteristics of a service professional

Advantages of customer service to a business

Recognise the impact of one's professional image and persona on the organisation.

Mastering makeup, hairstyling and dressing for positive visual communication

Presenting your best self to foster better relationship

■ Identification of Customers' Needs

Appraise customers' needs in different contexts and design ways on how to satisfactorily meet their needs

The importance of identifying customers' needs

Recognise the diverse range of customers and their needs and expectations.

How to identify customers' needs

Why customers' needs are diverse

PROFESSIONAL IMAGE & ETIQUETTE FOR COMMUNICATION EXCELLENCE

16-HOUR COURSE OUTLINE (DAY TWO)

■ How to Connect with Customers

Communicate effectively with customers for positive resolutions of issues

The theory of Customer Service Relations

How to build positive relationship with clients

Principles of effective communication

Non-verbal communication skills

Demonstrate effective communication skills when interacting with customers.

Create a positive customer experience by offering customised and personalised service.

■ Customer Engagement Techniques

Identify the need to go the extra mile on service delivery and improve with the aim of exceeding customers' expectations

Techniques for engaging customers and exceeding their expectations

Social media vs customer

Hindrances to effective customer service

Assessment – learners will be assessed in competency by a role-play and oral questioning component

WHY CHOOSE THE STYLE ATELIER?

■ MASTER PRACTICAL SKILLS

Learn practical skills in makeup, hairstyling and dressing from an expert coach.

■ OPTIMAL TRAINER-LEARNER RATIO

Trainer-learner ratio is kept to a maximum of 1:24 to ensure all learners receive personal attention in class.

■ WSQ ACCREDITATION

The Singapore Workforce Skills Qualifications (WSQ) is a national credential system that trains, develops, assesses and certifies skills and competencies for the workforce. The Style Atelier is a SkillsFuture WSQ ATO (Workforce Skills Qualifications Approved Training Organisation) in Singapore. Our course is accredited for quality and companies can enjoy generous funding.



WHY CHOOSE THE STYLE ATELIER?

■ GAIN STATEMENT OF ATTAINMENT (SOA)

All learners who complete the course successfully will be awarded the Statement of Attainment (SOA). Statements of Attainment and qualifications are quality assured and awarded by SkillsFuture Singapore. The SOA is aligned to the national Skills Framework for Service Excellence sector.

■ BE FUTURE-READY

Learners will learn innovative and practical ways to engage customers through both online and offline platforms to ride the wave of digitalisation.



- Eligible for:**
- **Baseline Funding**
 - **SkillsFuture Enterprise Credits**
 - **Enhanced Training Support for SMEs**
 - **Mid-Career Enhanced Subsidy**
 - **Absentee Payroll**

COURSE FEE & FUNDING STRUCTURE

Professional Image and Etiquette for Excellent Communication training programme (Course Code: TGS-2022011689) is SkillsFuture-accredited and eligible for various training subsidies*.

*The actual fee payable is dependent on the company's incorporation type in Singapore (SME/non-SME), GST-registration status, and the nationality, age and salary range of training participants.

COMPANY-SPONSORED (NON-SME)

PARTICIPANT'S PROFILE	SINGAPORE CITIZEN >= 40 YEARS OLD	SINGAPORE CITIZEN 21-39 YEARS OLD	PR/ FOREIGNER WITH LTVP+ (21 YEARS OLD AND ABOVE)
Full Course Fee	\$600	\$600	\$600
Less: Baseline Funding	-\$300	-\$300	-\$300
Less: Enhanced Training Support for SMEs (ETSS)	0	0	0
Less: Mid-Career Enhanced Subsidy (MCES)	-\$120	0	0
Training Investment	\$180	\$300	\$300

Less Absentee Payroll: To be computed by WSQ. (\$4.50 per hour. \$72 per trainee for course.)
Absentee Payroll is applicable for SC/PR/LTVP+.
Application to be submitted by Company.



COMPANY-SPONSORED (SME)

PARTICIPANT'S PROFILE	SINGAPORE CITIZEN >= 40 YEARS OLD	SINGAPORE CITIZEN 21-39 YEARS OLD	PR/ FOREIGNER WITH LTVP+ (21 YEARS OLD AND ABOVE)
Full Course Fee	\$600	\$600	\$600
Less: Baseline Funding	-\$300	-\$300	-\$300
Less: Enhanced Training Support for SMEs (ETSS)	-\$120	-\$120	-\$120
Less: Mid-Career Enhanced Subsidy (MCES)	0	0	0
Training Investment	\$180	\$180	\$180

Less Absentee Payroll: To be computed by WSQ. (\$4.50 per hour. \$72 per trainee for course.)
Absentee Payroll is applicable for SC/PR/LTVP+.
Application to be submitted by Company.



SELF-SPONSORED

PARTICIPANT'S PROFILE	SINGAPORE CITIZEN >= 40 YEARS OLD	SINGAPORE CITIZEN 21-39 YEARS OLD	PR/ FOREIGNER WITH LTVP+ (21 YEARS OLD AND ABOVE)
Full Course Fee	\$600	\$600	\$600
Less: Baseline Funding	-\$300	-\$300	-\$300
Less: Enhanced Training Support for SMEs (ETSS)	0	0	0
Less: Mid-Career Enhanced Subsidy (MCES)	-\$120	0	0
Training Investment	\$180	\$300	\$300



COURSE FEE & FUNDING INFORMATION

1. The above tables includes Baseline SkillsFuture Funding, Enhanced Training Support for SMEs (ETSS) and Mid-Career Enhanced Subsidy (MCES) for Singaporeans aged 40 years old and above.
2. The Style Atelier will apply for the SSG Training Grants for Company-Sponsored participants.
3. Self-sponsored Singaporeans may utilise their SkillsFuture Credit to pay for The Style Atelier's invoiced amount. All Singaporeans aged 25 and above can use their \$500 SkillsFuture Credit from the government to pay for a wide range of approved skills-related courses. Visit MySkillsFuture (at www.myskillsfuture.gov.sg) to choose from the courses available on the website.
4. Eligible employers can tap on a one-off \$10,000 SkillsFuture Enterprise Credit (SFEC) per company to cover up to 90% of out-of pocket expenses, including training for non-Singapore Citizen/non-Singapore PRs with a Foreign Identification Number (FIN)/ Foreigners with LTVP+.
5. SMEs are companies registered or incorporated in Singapore with ACRA, with least 30% local shareholding held by Singapore Citizens or Singapore Permanent Residents and hiring $\leq$ 200 employees or with an annual sales turnover of $\leq$ S\$100 million.
6. The course fee excludes training venue and F&B expenses. The Style Atelier' training facility is conveniently located (Address: 93B Amoy Street S069913) and available for booking at a nominal fee.
7. On completion of training, participants will be awarded the SSG Statement of Attainment in Service Excellence.

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FOR BOOKINGS OR OTHER QUERIES

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