

KINGSTON

LEARNING CENTRE

**NAVIGATING SOCIAL MEDIA:
BUILDING A POSITIVE ONLINE PRESENCE
AND DIGITAL ETIQUETTE**

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In the digital age, social media has become a significant part of our personal and professional lives. This module is designed to guide individuals in navigating social media platforms effectively, building a positive online presence, and understanding the importance of digital etiquette.

1. Crafting a Personal Brand:

Identifying Personal Values: Start by identifying personal values and interests to align with online content. Your personal brand should reflect your authentic self.

Consistency in Messaging: Maintain a consistent message across platforms to reinforce your personal brand.

PHOTO:
OUR PARTNER "LOLA FAYE CAFE"

2. Privacy and Security:

Understanding Privacy Settings: Explore the privacy settings of various social media platforms. Educate individuals on the importance of controlling what is shared publicly and what is kept private.

Two-Factor Authentication: Stress the significance of enabling two-factor authentication for an added layer of security.

3. Digital Footprint Management:

Awareness of Digital Footprint: Emphasize that every online action contributes to a digital footprint. Teach individuals how to manage and curate their digital presence.

Online Reputation: Discuss the impact of digital behavior on personal and professional reputation.

PHOTO:
OUR PARTNER "COASTLINE LEISURE PTE LTD"



4. Positive Engagement and Communication:

Constructive Engagement: Encourage positive and constructive engagement. Train individuals to contribute positively to online conversations and discussions.

Thoughtful Communication: Emphasise the importance of thoughtful and respectful communication, even in the face of differing opinions.

5. Professional Networking:

LinkedIn and Professional Platforms: Guide individuals in building a professional profile on platforms like LinkedIn. Discuss the value of professional networking and how to connect with peers and mentors.

Engaging in Industry Conversations: Encourage participation in industry-related discussions to establish credibility and broaden professional networks.

PHOTO: OUR PARTNER "AHT DECOR PTE LTD"

BONUS

SHORT TRAINING

SALES TECHNIQUES ARE CRUCIAL IN THE RETAIL AND F&B INDUSTRIES, WHERE SUCCESSFUL INTERACTIONS WITH CUSTOMERS CAN SIGNIFICANTLY IMPACT REVENUE AND CUSTOMER SATISFACTION. EFFECTIVE SELLING GOES BEYOND SIMPLY OFFERING PRODUCTS; IT INVOLVES UNDERSTANDING CUSTOMER NEEDS, BUILDING RAPPORT, AND EMPLOYING STRATEGIES TO CLOSE SALES. HERE'S AN IN-DEPTH ELABORATION ON SALES TECHNIQUES FOR STAFF TRAINING:



PHOTO: Some fun-filled moments captured during 1 day trip around Singapore. (Students of Kingston International College)

01

UNDERSTANDING CUSTOMER NEEDS:

Active Listening: Train staff to actively listen to customers. Understanding their needs and preferences is the foundation of effective selling.

Questioning Techniques: Teach staff to use open-ended questions to uncover customer needs. This helps in tailoring recommendations to meet specific requirements.

02

BUILDING RAPPORT:

Greeting Techniques: Emphasize the importance of warm and friendly greetings. The initial interaction sets the tone for the entire sales process.

Body Language: Train staff to be aware of their body language. Positive and open body language fosters a sense of trust and connection.

Finding Common Ground: Encourage staff to find common ground with customers. Shared interests or experiences create a connection that can enhance the selling process.

03

PRODUCT KNOWLEDGE:

Thorough Product Knowledge: As previously discussed, extensive product knowledge is essential. Staff should be able to provide detailed information and answer customer queries confidently.

Highlighting Benefits: Teach staff to focus on the benefits of the product rather than just its features. This helps customers understand how the product meets their needs.

04

EFFECTIVE COMMUNICATION:

Clear and Concise Communication: Emphasize the importance of clear and concise communication. Customers should easily understand product information and recommendations.

Adapting Communication Style: Train staff to adapt their communication style to the customer's preferences. Some customers may prefer a more detailed explanation, while others may want a brief overview.





05

EFFECTIVE COMMUNICATION:

Anticipating Common Objections: Provide training on common objections and how to address them proactively. This includes addressing concerns about price, features, or alternatives.

Reframing Objections: Teach staff to reframe objections as opportunities to provide additional information and showcase the value of the product.

PHOTO: Some fun-filled moments captured during classes





Upcoming topics www.klcsingapore.com refer to
our website for more details

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