



Croeso Cynnes – A Warm Welcome – First Impressions module

Programme of the Day

9.00am – 9.30am	Arrival & register for course
9.30am – 12.30pm	Section 1 - Sell me your Wales <ul style="list-style-type: none">• Appreciate what Wales has to offer• Create the right first impression Section 2 - Sell me your area and organisation <ul style="list-style-type: none">• Create a “Sense of Place” at your work• Influence the visitor experience – Create a Croeso Cynnes
12.30pm – 1.30pm	Lunch
1.30pm – 4.30pm	Section 3 – Sell me yourself! <ul style="list-style-type: none">• Understand behavioural style and its potential impact on the customers• Communicating effectively Section 4 – The customer’s viewpoint <ul style="list-style-type: none">• Developing good customer relationships• Personal performance through delivering excellent customer service
4.30pm	Close & provide feedback