



Create your
Differentiator
with **Bharti Resources'**
Grooming and Etiquette Programmes

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Introduction

Customer experience is more valuable than customer service. A research states that 80% of customers switched brands despite being satisfied with their previous brands. Hence, gaining loyalty demands more. It requires a complete focus on **people** to deliver brand promise through every transaction every day.

People make the difference to business results. We make a difference to your people.

Bharti Resources offers “**Grooming and Etiquette**” programmes in India in association with **Always in Style**. Such programmes include Retail Training, Retail Sales Training, Corporate Training and Personal Profile Application amongst many others.

On one hand, these training programmes create differentiators for a branded customer experience that is consistent and valuable for **corporates** to gain a competitive advantage. And on the other hand, these programmes equip **individuals** to perfect their professional & personal image and empower them to present themselves with confidence and authority in a highly competitive environment.

Our Training Programmes

Retail Training

These programmes maximize your returns on retail displays and merchandise and equip your employees to be at their professional best. Retail Training programmes also offer

- Understanding the nuances and intricacies so that the merchandise relates to personal attributes of customers
- Competence in building multiple sales through amalgamation of various features

Retail Sales Training

These programmes are custom designed to enhance selling and customer service skills among employees. Retail Sales Training programmes also offer:

- A variety of modules on opening and closing a sale
- Suggestive selling techniques
- Modules on customer relations and sales effectiveness

These inputs equip participants to enhance customer loyalty and expand customer base.



Corporate Training

First impressions are crucial and establishing a professional image is the key to building successful business relationship. Corporate Training Programmes focus on:

- Enhancing business etiquette and body language
- Developing skills to interpret non-verbal communication
- Inculcating smart dining etiquette
- Wardrobe basics - defining and identifying all that you need to know for a formal or casual business wardrobe, off-hour and formal wear

Impact of our Training Programmes

- Augments sales and customer acquisition
- Creates and reinforces professional and consistent brand image
- Builds trust, impacts leadership and negotiation skills
- Ensures quick transition from academic to the corporate world
- Provides cross cultural exposure and global perspective



Personal Profile Application

Bharti Resources in association with Always in Style offers Personal Profile Application for your employees and valued customers. It includes **personal advice** to perfect one's personal and professional attributes. The Personal Profile Application focuses on re-inventing oneself by enhancing personality and getting expert recommendations on **grooming, attire, body language, stress relievers, image enhancement and global etiquette.**

It just takes
initial 30 seconds
to form an opinion about your brand.

55% on appearance
of your employees

38% on the presentation skills
of your employees

07% on the communication skills
of your employees

With our "Grooming and Etiquette"
programmes you can
enhance your brand image by **93%**
and achieve outstanding business outcomes.

Always(inStyle)[®]

About Bharti Resources

Bharti Resources, a wholly owned subsidiary of Bharti Enterprises, is a premier end-to-end learning and development solutions organisation that specialises in the customer experience arena. It provides learning solutions that impact business performance through enhanced employee productivity, customer profitability and effective talent transformation.

Our Differentiators

- A wholly owned subsidiary of Bharti Enterprises
 - Unmatched value chain for Customer Experience management
 - World class learning content development and learning methodologies
 - Insightful understanding of the evolving Indian consumer and different industry verticals
 - Programmes customised to the specific requirement of each business
 - Partnership with renowned global organisations
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About Always in Style

Always in Style is an international organisation specialising in corporate image, retail training programmes and personal profiling software application. Headquartered in the USA, it has presence in 17 countries.

Other Learning Solutions @ Bharti Resources

- Management Development Programmes
 - Collaborative Learning Forums
 - Competency Assessment
 - Learning Process Consulting
 - Performance Management and Certification
 - Needs Assessment Study
 - Blended Training Programmes
 - Performance Coaching
 - Custom Content Development
 - Executive Coaching
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