

Are your employees an asset – or a liability?

Employers are often accused of taking staff for granted and not fulfilling their obligations as an employer. Little is ever reported however, about the liberties taken by staff and their failing to deliver what others would call **value for money!**

ICE has developed a one day course, targeted at providing the essential legal knowledge required by all bar and restaurant staff and other staff who might sell alcohol, and combined this with additional training on Customer Service and Selling skills to ensure their work is both legally compliant and their performance, and that of your business improves by raising service standards and customer skills

The first part of the course focuses on **Licensing Law** and **Employees Responsibilities**.

With the introduction of the Licensing Act 2003 a negligent act by an untrained employee could result in Personal Licence Holders or Designated Premises Supervisors losing their licence. In the case of the DPS, this could mean losing their business too.

This qualification provides the essential knowledge and understanding of the responsibilities which are now required by the Act, for everyone working in the Licensed Retail Sector.

Candidates are tested by a short 25 question multiple-choice examination and those who are successful, will receive a certificate to evidence this.

The second part of the course focuses on **Customer Service** and **Service Standards**.

We employ staff to sell products on our behalf, but all too often they prevent customers from buying those products because they ignore them, spend time with favourite customers or friends, or they simply couldn't care less – after all - do they lose sleep worrying about your business?

The course will encourage employees to think about their role in your business and help them to recognise that they are a small but very significant cog in your organisation and that you depend on them as much as they depend on you. The course goes on to consider all aspects of poor service from failing to acknowledge customers, to a failing to offer alternative products or encouraging customers to try new things. The course will highlight the common bad practices which your customers encounter and ways in which employees can eliminate these problems.

As a result of attending this course, you should see a marked change in the attitude of employees. They should become more sensitive to the needs of customers and service levels should rise. More importantly, they will comply with the legal requirements of the Act and the risk to your licence diminishes significantly.

Our fees include a detailed course manual for delegates to take away with them.

Send them to **BOOT CAMP** today – and see the difference!