



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

SECD3761-10 - TECHNOPRENEURSHIP SEMINAR

PROJECT PART 3: INDUSTRIAL TALK WITH INVITED SPEAKER

GROUP 4

LECTURER: DR SARINA SULAIMAN

NAME	MATRIC NO
MYZA NAZIFA BINTI NAZRY	A20EC0219
NUR IZZAH MARDHIAH BINTI RASHIDI	A20EC0116
NAYLI NABIHAH BINTI JASNI	A20EC0105
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MADINA SURAYA BINTI ZHARIN	A20EC0203

Industrial Talk (IT) Details

Date: 10 June 2022

Time: 3.00 – 4.00 pm

Platform: Webex

Topic: Post COVID: Way Forward to Engage and Manage Clients

IT Recording:

<https://utm.webex.com/utm/ldr.php?RCID=81ada3e99e5ed683a54ce193be47335e> (Password: sJMr6JZ4)

Presentation slides:

<https://docs.google.com/presentation/d/1NYVgcZdeGA3jK22NzgrrAV1swXlwofVz/edit#slide=id.p1>

Questions and Answer Session

1. What is the major difference on how you try to attract clients before and during the COVID?

Before COVID, we can meet clients anywhere and anytime easily, even an urgent meeting. After COVID, we can only meet clients online. Trust from clients was very difficult to earn but with this new norm, people are more understanding.

2. From your experience, it is easier to deal with clients before or after the COVID?

Personally, I think it is easy to deal with clients in this post COVID as we have few options, either online or face-to-face option. So, post COVID is an advantage for us.

3. What are the example services that MARA subscribes to from your company?

Building an entrepreneur training which is compulsory for someone who wants to apply for a loan from MARA up to 1 million. Other than compulsory training, they are also engaging us with some other courses such as product development, marketing, and consultancy.

4. What was the most difficult thing you had to face during the pandemic and how did you overcome it?

To be honest with you, the most difficult time back in April and May was when I was conducting training face-to-face, and I was the person who at that time rejected technology, but apparently, we have no choice, and we need to conduct hundreds fully online courses. It was a sleepless night for me, and I need to spend a lot of money when I need to attend training international and local for me to get familiar with online things. When I am willing to change my mindset, I am comfortable now.

5. As you had to deal with different kinds of clients, what was the most difficult client you had ever dealt with?

There are types of customers such as controlling, hostile and nagging customers. There is negativity as well and these customers are very difficult to manage but apparently, clients need acknowledgement and trust. So, when you can build trust with them, those groups can be managed. I have experienced when I was with Celcom at that time, my client was angry because the bills were jumping to RM2000 plus because of the system problem and at that time, he was very angry until he was banging the table. Therefore, I stand up after him and talk to him in a place where no other people can hear. After letting him go with anger, consulting him and hearing what he is saying, then surprisingly that customer became my business partner now.

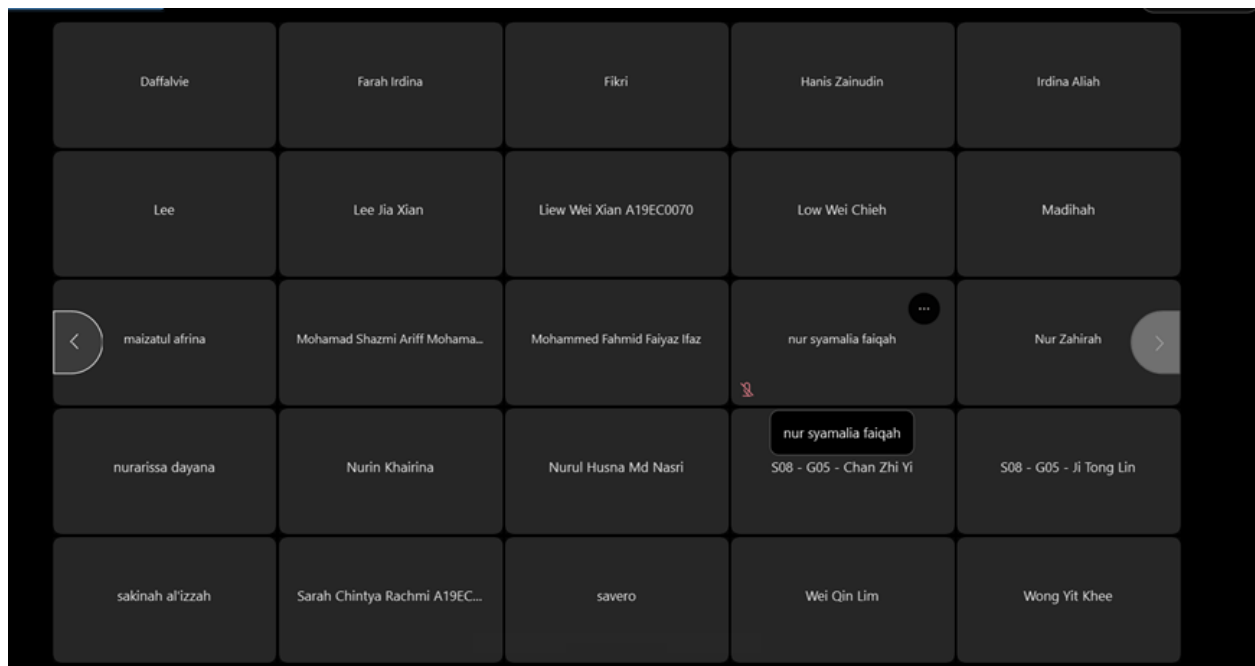
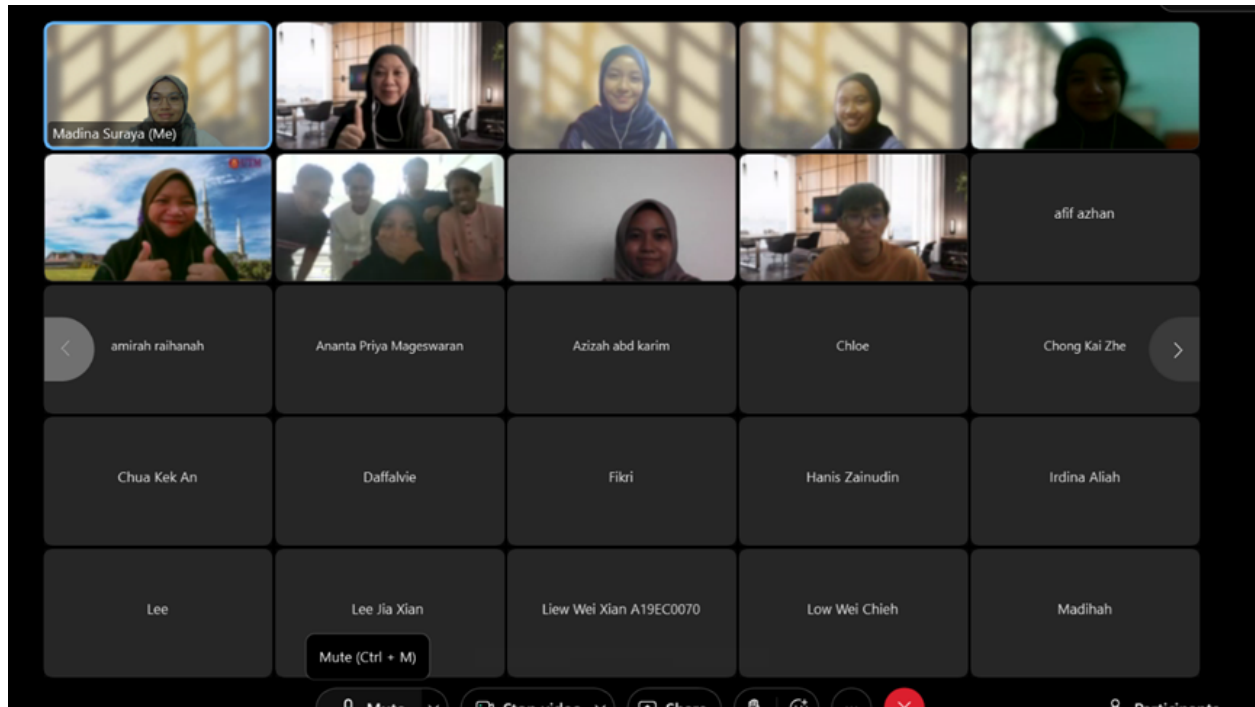
6. Have you ever had to say no to the client and how you handle the situation?

I get a request from a customer to give training and we have some fees charged for the training that we are conducting. The fees are not only for me, but also some usable items, modules, and some assistants. Apparently, he negotiates with the price until we cannot take the price.

7. What are the most gratifying things about working with clients?

Many actually and one of them is, the client sometimes invites us to be their partner and when I was working last time, my clients offered a job with them. Those are the most gratifying moments and most of our clients now become our business partners. I would rather reiterate as well that some of our clients give us knowledge. The beauty of business is when our business partner trusts us and treats us as friends but there are also some limits.

Photo Session



Reflections

MYZA NAZIFA

Through this Industrial talk event, I have gained a lot of new experiences and also knowledge that I find will be useful for my future endeavors. Since we need to find a speaker for the event, my communication skills have improved a lot especially since we had to face an obstacle where we had a hard time to find a speaker for the talk. As a consequence of that, we had to email and message a lot of companies since most of them did not reply to our emails while some of them were too busy to commit to the talk. I also tried to ask my friends and family if they know anyone that can help me with this task. As an introverted person who has a hard time asking for help and communicating with people, this task has helped me to expose myself and talk with people. Moreover, I can apply these new skills in my daily life and also in my future pursuits.

Other than that, I also realized that it is important to know that asking for help is not a shameful thing to ask as I once was a person who had a mindset where it is better to do things on my own. However, this project has proved me otherwise as without the help from other people, this project would have been unsuccessful. Moreover, this event also amplified my teamwork skills as my group mates and I helped each other a lot in making this talk a success. By having a change of mindset regarding asking people for help, I can also apply this in my everyday life such as asking for help when I am having difficulties which will surely make my life a lot easier and less stressful. Not only that, the team working skills that I have garnered through this event will also be helpful in my future career as the job that I dreamed of becoming requires working in a team.

Lastly, I have acquired some leadership skills since I am the leader of the group. In my opinion, being a leader has a lot of responsibilities and it is quite hard handling those responsibilities. However, I think it is a good experience being a leader for this project as I managed to enhance my responsibility, flexibility and commitment skills such as planning the event, acknowledging my mistakes, persevering and adapting to new changes. For example, we had found a CEO who was ready to help us do the talk but then canceled at the last minute since the only time he was available was after the due date of the talk and we only had a week or two left to find another speaker. However, I did not let this inconvenience deter me. I immediately tried finding another speaker and asked my other groupmates to do so as well. By enhancing these skills, I can become a better and improved person as a whole since I can not only apply this in my work lifestyle but also in my daily lifestyle.

NUR IZZAH MARDHIAH

I learned a lot in preparing and going through this industrial talk. First and foremost, I learned that building a network is important because people tend to treat someone better when they already know that person rather than a total stranger. In this case, Madam Kuspa is actually a

relative of one of our groupmates. Previously, we tried to contact other businesses, too and most

of them did not even reply to us. Therefore, I think it is best for us to build a network, meet, engage and build trust with new people.

Secondly, I learned that to contact and have a business with industrial or any corporate figure, we need to be familiar with their way. For example, speak formally, mind our language, contact through email, prepare an official invitation and more. This way, we may earn their respect and trust.

Thirdly, as a moderator myself, I learned to make some preparations for the talk. Since I joined a virtual event before, I implemented my knowledge that I gained from there to this industrial talk. I made a running order for the talk, assigned the person in charge, contacted and reminded the speaker for the talk and so on. These things that some people belittle to are the things that make up the event.

In conclusion, I learned a lot throughout before and during this event. I will make sure I make use of this knowledge and lessons in many aspects of life.

NAYLI NABIHAH

Based on the industrial talk that my group has arranged, there were a lot of things that can be taken from it as lessons for life. The industrial talk title is named as “Post-Covid: Way Forward to Engage and Retain Clients”. Since the topic that our speaker chose focused more on the point of view of the post-pandemic, the things that the speaker presented can be applied in our future. The main concern is on how to keep in touch with our clients even after a global pandemic happened. Maintaining a tight bond with the clients can be challenging even before the pandemic happens. However, in order to gain the trust both parties desired, we, as the service provider must always connect with our clients. Then, we should always present some reasonable expectations so that we can meet the clients’ requirements. Remember to always be the first party that addresses any concern before the customers mention it to show that we care about them. Always be transparent on the challenges, delays and changes. Lastly, regularly conduct internal training for the employees to be helpful for the clients.

After attending this industrial talk, it opened my eyes on the importance of retaining good relationships with the other parties to bring positive results for everyone. Communication always

works in two ways, with the correct techniques. Surely, I can maintain a good relationship with anyone I deal with in the future. The speaker had also mentioned that trust is the key to maintaining a good relationship with the clients. Therefore, I had taken some notes on that since trust is the element that keeps the relationship with clients stronger.

RADIN DAFINA

This class was the first opportunity I had to learn about planning Industrial Talk. I have gained tremendous knowledge before, during and after this Industrial Talk takes place. The first thing that I learn is how important teamwork is. Without proper planning and contribution from each team member, this event would not be successful. I learned that everyone plays an important role and should complete their task within the allotted time. Next, I also learned how to reach and communicate with people from different backgrounds, for example, Ms. Kuspa, who was the speaker for our group. Along the way of finding speakers, I also learned the etiquette of email, how and when I should or should not email this person. The most important thing is that I learned how to organize an online event/talk. Based on those experiences, I learned how posters are made, how to manage the flow of events and most importantly how to make the event interactive for both speaker and audience. This experience is useful for me as most people conduct events through online platforms due to the pandemic. On top of that, I also gained a lot of things from Ms. Kuspa. The hardships she went through, made who she is now inspires me to be a young entrepreneur. I believe that all of this knowledge will be beneficial for me in the future, especially when I start working as an adult. Last but not least, I am also more confident to reach, talk and interview people from the business industry.

MADINA SURAYA

I have learnt a lot from this IT event and the best input that I get is knowing how to manage or retain customers. I recall that we must engage with customers wherever they are, establish acceptable expectations, respond to issues before customers voice them, be open and honest about changes, difficulties, and delays, and lastly, do regular internal training to teach staff how to be helpful. I could infer from the above argument that the customer comes first. If I ever feel ready to launch a business, I will implement this strategy, especially as a newbie because we might not initially gain the trust of many people, but I think with a solid business strategy, I

could succeed quickly after that. I have no doubt that this speaker's main message can be applied to both large and small businesses, even one as simple as a dropship.

Other than that, I'm quite grateful for the chance to give a brief industry lecture. This teaches us how to interact with professionals since we need to locate a speaker who has competence, such a CEO or other high-ranking official. I'm hoping that this experience will help me deal with authorities in the future with more confidence.