

grey matter



CATALOG 2020





Grey Matter

Grey Matter was founded in 2014 with a mission to redefine the luxury Consulting & Training services to focus on delivering client results, not just reports or theory. We have continued to be innovators for our industry, with an entrepreneurial culture that is never satisfied with the status quo, for ourselves or for our clients. Grey Matter grew from 1 employee to 5 full timers and 24 associates around the globe.



GREY MATTER SCORED

96.5%

On CSAT satisfaction measure over three years



Luxury

PROGRAM

Luxury Ambassador

The luxury business requires not service associates, but Ambassadors, experts who represent your business with distinction.

Like their diplomatic counterparts, Ambassadors of luxury understand how to connect with different customers by discovering their unique desires. This skill requires passion, perseverance, empathy, daring, and curiosity. Through personalised, bespoke service each and every time, Ambassadors build trust, loyalty, and lasting relationships.

BENEFITS

- Grow from associate to ambassador
- Learn about the meaning of luxury
- Learn how to practically represent luxury
- Practice the attitudes of luxury
- Build the skills to hold luxury event
- Develop an eye and mind of a luxury ambassador

DURATION

2 days

WHO TO ATTEND?

Everyone

PROGRAM

Business Etiquette for Luxury Professionals

This two-day training program will equip you with all the business etiquette and protocol knowledge needed to conduct your business with more confidence, know-how, grace and poise.

BENEFITS

- Handle business introductions professionally
- Create and maintain an impression of credibility, power and efficiency
- Create a great first impression
- Grooming & personal appearance
- .Etiquette, protocol and manners of formal dining.

DURATION

2 days

WHO TO ATTEND?

Everyone

PROGRAM

Personal Branding for Luxury Professionals

Why is it that some people seem to have a persona and a grand reputation that makes you be in awe of them before you have even met them? How does image relate to a person's success? In the competitive luxury market, what comes to define a person's output is their brand. Much like branding being a crucial part of a company's marketing strategy, personal branding is just as important to anyone operating in or employed in the luxury market.

BENEFITS

- Understanding how to design a personal brand
- Defining expertise to be viewed as an expert
- Identify a mission statement as a luxury expert
- Identifying goals as a luxury expert
- Formulate a personal branding strategy
- Design a personal pitch
- Use strategies to market and publicise their unique personal brand

DURATION

1 day

WHO TO ATTEND?

Everyone

PROGRAM

Entertaining High Net Worth Clients

Entertaining current and potential clients is an integral part of business. and building long-term client relationships. This program is essential for any luxury ambassador who works with High Net Worth Clients

BENEFITS

- Build the muscle to read individuals without judging them
- Learn the "Ready Made" entertainment
- Practice scripting stories and appearing natural
- Learn safe improvisation techniques
- Build confidence in social manner while learning when to stop and when keep goig.

DURATION

1 day

WHO TO ATTEND?

Everyone

PROGRAM

Art Of Luxury

You grow into luxury not only learn about it.
This program is designed to help individuals to grow a Luxury mindset. Learning about many aspects of luxury from history to craftsmanship, from heritage to new generations, this program covers it all.

BENEFITS

- Build a strong understanding of luxury
- Learn about the key player
- Practice analysing luxury creations
- Use the correct vocabulary
- Expand the horizons to a limitless world of luxury

DURATION

2 days

WHO TO ATTEND?

Everyone

PROGRAM

Selling Luxury

Selling a luxury is full of magic, passion, and emotion. The affluent customer, the product, and the Sales Ambassador all enjoy a unique relationship that has a different foundation to non-luxury sales and is just as important as the luxury product itself.

In the luxury selling process, the Sales Ambassador builds a solid client relationship and actively participates in the brand experience. The role of the Sales Ambassador is vital for the success of every brand. Selling is a noble profession that is both complex and diverse. It requires a multitude of skills, personal energy, and the ability to be constantly self-motivated.

BENEFITS

- Learn tools to inspire rather than convince
- Master storytelling
- Learn tools to overcome objection
- Practice alternatives to negotiation
- Practice the customer centric selling ceremony

DURATION

2 days

WHO TO ATTEND?

Everyone

A young woman with short dark hair is shown in profile, looking off to the side. She has her right index finger pressed against her lips in a universal gesture for silence or secrecy. She is wearing a dark-colored top and a watch on her left wrist. In the background, several other people are visible but out of focus, suggesting she is part of a group or audience. The lighting is soft and indoor.

Leadership Skills

PROGRAM

Leading Luxury Teams

This training course centres on leading teams and will guide your leadership team to develop their staff and run effective and productive teams, while learning the element of luxury client experience.

The program is intensive and followed up with one to one coaching

BENEFITS

- Ease in moving into leadership
- Learn how to manage KPI's and store operation in a motivational way
- Master the art of briefing
- Understand how to coach, provide feedback and motivate the team
- Manage challenging and difficult participants

DURATION

2 days + 1 to 1 coaching

WHO TO ATTEND?

Store managers

PROGRAM

Global Leadership Program.

Leaders need a program that open their horizons to what is new in the world, while practicing cutting edge leadership strategies. This program is an inspirational program held in (London, Paris or Lausanne) and filled with learning from the best experts in europe, amazing experiences and a light but well thought of entertainment program.

BENEFITS

- Learn the latest strategies in leadership
- Meet Cherry Picked leadership experts
- Discover inspirational experiences
- Relax and enjoy 5 days that aims at recharging leaders to drive thier business

DURATION

4 days experience

WHO TO ATTEND?

Senior Management

PROGRAM

Effective Coaching

Coaching has become a key skill in the modern workplace and its use has become widespread. Used by managers, leaders or even in a role specifically dedicated to the task, coaches have become one of the foundations of any successful business.

BENEFITS

- Inspire the people they coach, bringing out the best in each and every individual.
- Overcome obstructions to coaching and help set goals that improve workplace skills.
- Create a positive work environment through proactive discussions
- .Improve their questioning and listening skills to make coaching conversations effective.

DURATION

2 days

WHO TO ATTEND?

Managers, Trainers and Coaches

PROGRAM

Managing Performance

This two day course ensures that participants have the knowledge and skills to help them develop a team of high performing employees who are highly productive in their role and focussed on success.

BENEFITS

- Manage performance by setting clearly aligned goals
- Identify causes of poor performance and reduce attrition
- How to work with employees to improve performance and productivity
- Recognise and communicate success, focussing on behaviour and results
- Align employees in order to increase productivity, morale and motivation

DURATION

2 days

WHO TO ATTEND?

Managers

PROGRAM

Managing Conflict

This training course will provide your participants with the skills, knowledge and awareness necessary to display a positive approach to conflict handling.

BENEFITS

- Define conflict and how to identify it
- Explain positions and interests and why conflict is so hard to resolve
- Identify the stages of conflict and the five methods of dealing with it
- Follow set approaches to handling conflict

DURATION

1 day

WHO TO ATTEND?

Managers



Corporate Happiness & Wellbeing

PROGRAM

Mindfulness At Work

Mindfulness is the art of cultivating the ability to be in control of your mind instead of your mind being in control of you. Discover how mindfulness is backed by hard science, how it changes the brain, supports self-regulation, protects against stress and enhances effective decision-making capabilities.

BENEFITS

- Enhanced decision making
- Effective communication
- Stronger teams and leaders
- Superior creativity and innovation
- Improved engagement
- Confidence around change
- Greater resilience
- Positive wellbeing

DURATION

1 or 2 days

WHO TO ATTEND?

Everyone

PROGRAM

Eat Right

This course is designed for anyone who wants to get the most out of their diet through strategies that are proven to increase your health and well being while also promoting a longer life.

BENEFITS

- Be on the right path to live a healthy life
- Reset taste and get out of addiction cycles
- Form new healthy habits
- Choose the right foods for disease prevention and healthy living
- Get more energized and more productive
- Reduce stress and increase wellbeing

DURATION

1/2 day - 1 day

WHO TO ATTEND?

Everyone

PROGRAM

Building Resilience

Build your resilience for optimal performance at work. You'll discover how to become more aware of stress and pressure, and what your current resilience strategies are. Plus, you'll gain new techniques to build your resilience in order to better manage challenges at work.

BENEFITS

- Recognise the nature of resilience, pressure, and stress
- Recognize how you respond to stress, pressure and challenge
- Identify the components of optimal physical performance
- Leverage your own movement, nutrition and recovery
- Develop emotional intelligence
- Improve working relationships
- Commit to daily habits that lead to optimal performance

DURATION

1-2 days

WHO TO ATTEND?

Everyone



Creativity and Innovation

PROGRAM

Design Thinking For Innovation

Some of the world's leading brands, such as Apple, Google, Samsung, and General Electric, have rapidly adopted the design thinking approach, and design thinking is being taught at leading universities around the world, including Stanford d.school, Harvard, and MIT. What is design thinking, and why is it so popular and effective?

BENEFITS

- How to apply design thinking to your problems in order to generate innovative and user-centric solutions
- How to make use of practical design thinking methods
- How to initiate a new working culture based on a user-centric approach, empathy, ideation, prototyping, and playful testing
- How to prototype early and fast, as well as test your prototypes so as to reduce risks and accelerate organizational learning

DURATION

2 days

WHO TO ATTEND?

Level 1: Managers, Trainers, HR, Marketing

Level 2: Unit Managers, CEO

PROGRAM

Creative Problem Solving

This highly interactive workshop introduces a variety of creative problem solving and decision-making tools and techniques.

BENEFITS

- Effectively analyze problems
- Generate creative solutions
- Learn the '6 thinking HATS' method
- Learning improvisation

DURATION

2 days

WHO TO ATTEND?

Junior Employees, New Joiners



Relationships & Communication

PROGRAM

Emotional Intelligence At Work

Best Selling course 2017-2018, with great results on participants. The program helps people transform their life and work relationships and wellbeing.

BENEFITS

- Understand the impact of workplace emotions
- Know how to communicate with empathy
- Apply emotional intelligence in a confrontation
- Develop self-awareness and empathy
- Influence and build trust with others
- Understand body language
- Communicate clearly and positively

DURATION

2 days

WHO TO ATTEND?

Everyone

PROGRAM

Communication Excellence

This high energy program focuses on the foundational communication skills: listening, asking insightful questions, and interpreting non-verbal communication. Participants will learn a communications model that will enable them to communicate more clearly, confidently, and effectively.

BENEFITS

- Explain 4 essential communication principles
- Communicate more clearly, confidently and effectively
- Listen and ask insightful questions & utilize the power of questions
- Use techniques to build better rapport with others
- Combine voice tone and non-verbal communication with appropriate language that engages others

DURATION

1 day

WHO TO ATTEND?

Junior Employees, Frontliners

PROGRAM

Essential Interpersonal Skills

Develop your people skills to overcome resistance, and engage and motivate people to work with you towards your goals. If you need other people's willing co-operation to achieve your objectives, then this two-day course will give you the insights, tools, and techniques you need.

BENEFITS

- Create effective working relationships with people at all levels
- Choose and use the most productive approach and behaviour to get the results you want
- Get your message across in a way that gets heard, understood, accepted and acted upon
- Motivate people to change their behaviour
- Influence others to accept your proposals
- Solve problems in your working relationships
- Overcome colleagues' resistant behaviour

DURATION

2 days

WHO TO ATTEND?

everyone

PROGRAM

The Art of Persuasion

The course draws on the research of current thought leaders in the field of influencing, business, psychology and social science. It explores our conscious and more subconscious behaviours, and provides participants with a 'tool kit' of practices that will enable them to embed the theory in an active and exhilarating way.

BENEFITS

- Understand your influencing style
- Increase your presence
- Plan and present high impact messages
- Influence others with confidence, authority and agility
- Increase self-control, and remain calm under pressure
- Give great feedback
- Manage others expectations, understand their motivations and become an empathic leader
- Understand the importance of body language and vocal technique

DURATION

2 days

WHO TO ATTEND?

Mid Management- Senior Management

Assertiveness

Do you sometimes find it hard to speak up or make yourself heard in meetings? Are there times when you let your emotions govern your behaviour? If so, you will gain tremendously from learning to think, feel and behave assertively. This two-day course gives you the essential skills and techniques and helps you develop the underlying beliefs to take greater control of your life.

BENEFITS

- Confidently express your views and opinions
- Ask for what you want in a way that gets listened to
- Say no to unreasonable requests
- Stand your ground in the face of resistance or manipulation
- Deliver difficult messages without undue emotional interference
- Choose more successful responses when faced with aggressive or passive behaviour from others

DURATION

1 or 2 days

WHO TO ATTEND?

Junior Managers

PROGRAM

Presenting Magically

Standing up and reciting information while others passively listen and perhaps take notes is the common traditional presentation style that does not really work to teach, inspire, or motivate an audience. Times have changed. If the only purpose of your presentation is to transfer information, you are better off distributing it in a handout or by email and canceling the event.

BENEFITS

- Connect with your audience
- Structure your language
- Handle difficult situations and attendees
- Use transformative language
- Own the stage
- Structured presentations to fit your purpose

DURATION

1 or 2 days

WHO TO ATTEND?

Everyone who presents

PROGRAM

Negotiating for Results

Negotiating is a part of everyday life. In this two day class, participants will learn what negotiation is and how to get the most from their negotiations.

Participants will discover their personal style and how to negotiate effectively with other personalities. Participants will also explore four strategies for negotiating, and how to apply the four step process for successfully negotiating with other parties.

BENEFITS

- Define negotiation and Identify steps for proper negotiation preparation
- How to negotiate effectively with different personality styles
- Define principled negotiation and identify the four steps in the negotiation process
- Learn bargaining techniques and strategies of inventing options for mutual gain, and move negotiations from bargaining to closing

DURATION

1 or 2 days

WHO TO ATTEND?

Business professionals and team members



Customer Experience

Back to Basics

Customer Experience is more than just serving your customers, knowing where they buy service or what kind of brands they like. It's about understanding your customers so completely, that your organization can deliver optimized and personalized experiences that increase customer engagement and loyalty.

In order to gain this skill, it is important to master the basics of customer experience.

BENEFITS

- Differentiate Your Touch-points
- Personalize the Experience
- Engage more customers
- Increase customer satisfaction and referral
- Increase profitability and customer retention

DURATION

1 or 2 days

WHO TO ATTEND?

Frontliners, Managers, Call Center, Any Service Professional

PROGRAM

Customer Experience Management

This two-day program will enable delegates to have a clear understanding of the successful CX manager's responsibilities and how to become more effective in their roles in this challenging competitive business environment of today.

BENEFITS

- Understand the roles and responsibilities of a sales manager
- Learn skills to achieve better results through their teams
- Properly observe, evaluate and give feedback to team members and set performance development objective
- Explore ways to motivate their sales teams
- Run more effective sales meetings and morning huddles

DURATION

2 days

WHO TO ATTEND?

Team Leaders, Managers, Call Center, Any Service Professionals

PROGRAM

Vision, Energy & Passion To Serve

Always putting your customer at the center of your business creates a service driven culture. The best and most successful businesses clearly understood this fact.

BENEFITS

- Discover the attitude, skills and knowledge needed to be a successful customer service representative
- Explain the importance of measuring & benchmarking service as well as the value of a lost customer
- Realign their thinking about customer complaints and understand the opportunities in each challenging customer situation
- Understand the importance of their role to ensure a positive customer experience

DURATION

2 days

WHO TO ATTEND?

Service and Sales Troops

PROGRAM

Professional Selling Skills

Many sales people fall into the trap of talking too much. They just can't wait to tell customers all about the features or benefits their product/service will bring or how great their company is without first understanding the needs and desires of the customer which is not the best approach to selling.

BENEFITS

- Understand what is needed to have both the right skill-set and mindset to sell
- Connect better with customers, overcome objections and close sales confidently and effectively to achieve sales targets
- Learn and practice an effective sales questioning technique
- Understand the 4 major behavioral styles and personality types and how to sell to each
- Explain the importance of benchmarking service

DURATION

2 days

WHO TO ATTEND?

Service and Sales Troops, B2B Sales Troops

PROGRAM

Find a way to say YES! - Telephone Customer Service Excellence

This fun, high energy, two day call center customer excellence program combines the best in-corporate training with the best in-personal motivation.

BENEFITS

- Understand positive persuasive techniques for calls
- Clearly understand the attitude, skills and knowledge required to be a professional call center personel
- Create stronger connections with the customer and enhance their personal communication through understanding the basics of customer psychology, rapport building and adapting their communication styles for positive customer interactions

DURATION

2 days

WHO TO ATTEND?

Call Center Team and Call Based Sales Agents

PROGRAM

Call Control

The main focus of this one day tailored training program is to help call center agents reduce their AHT - Average call handling time, by equipping them with the required basic call control and questioning skills needed to effectively control each call more efficiently and help them lead and steer conversations with customers tactfully towards a more structured call flow, resulting in swift and professional answers and resolution of customer issues without compromising customer....?

BENEFITS

- Understand the importance of controlling each call with each customer
- Follow a 3 step process to regain control of calls with angry and talkative callers
- Explore 9 different techniques to control calls more effectively
- Utilize the power of questions for better call control

DURATION

2 days

WHO TO ATTEND?

Call Center Team and Call Based Sales Agents

PROGRAM

Handling angry and difficult callers

It's no fun being on the receiving end of a frustrated angry shouting caller who just had a bad customer experience and is out to get his/her revenge, particularly when the caller's issue was not your fault. This one day program will teach you a simple but powerful 3 step process that will help you calm angry callers down and regain and maintain control of the call and handle the situation.

BENEFITS

- Understand the importance of controlling each call with each customer
- Follow a 3 step process to regain control of calls with angry and talkative callers
- Explore 9 different techniques to control calls more effectively
- Utilize the power of questions for better call control

DURATION

2 days

WHO TO ATTEND?

Call Center Team and Call Based Sales Agents

PROGRAM

Drivers And Delivery Excellence

The program is delivered in Hindi and English to empower drivers and delivery team with basic techniques to create a lasting positive last impression.

BENEFITS

- Understand and follow a 3 step process for delivering products
- Learn the etiquette of going to someone's home or work location
- Learn how to find answers and handle angry customer
- Learn how to explain delays, rescheduling and escalation

DURATION

1 day

WHO TO ATTEND?

Delivery team

Grey Matter Is Trusted By

LOUIS VUITTON

BVLGARI

Cartier

GIVENCHY


MONCLER®

SEPHORA

Acne Studios


CHANEL

al tayer 

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