**JOB ORIENTED AREA/IMPROVING FLUENCY OF THE SPOKEN ENGLISH LANGUAGE….by Sharon V. Hanson, *MBA, TEFL***

**OBJECTIVE: SPEAKING FOR FLUENCY AND LISTENING FOR CLARITY, UNDERSTANDING & INFORMATION TO BETTER SERVE MSC’S CUSTOMERS.**

Students will also expand their English vocabulary in the cruising business while increasing their fluency in speaking by listening for clarity and information from and to both internal and external customers in order to provide a first-class service.

***Throughout this course I have incorporated a lot of interaction from the students; there’s only one way to improve fluency in a foreign language and that is to speak it.***

***The course included all the required skills while incorporating them into learning about the employer, MSC Cruises. The students were required to learn new business vocabulary as well as listening and speaking in a formal setting as well as an informal structure.***

***Class course included a lot of presentations from the students, skits, verbal reports, in groups and individually. Reading, writing, speaking and listening were all part of this course to strengthen and increase understanding and fluency.***

***Two tests were given on vocabulary and what new information they had learned: The first was on course content about a third of the way through the course, the second, once the students reached two-thirds of the way through the course, and finally, the third test at the end of the course which was small group presentations titled: MSC 4 Me!***

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**Brand Identity**

**Who/What is MSC?**

**Video: Students watched a company video on MSC.**

9 Areas of Focus (MSC) – Students discussed each area of focus.

Students discussed what they already know about msc.  
  
Activity: Interviews: Each student will be given a number of 1-3. Each person with the same number will interview the other for 6 minutes. When instructed, the pair will switch and interview the other person.

interview the other for 6 minutes. When instructed, the pair will switch and interview the other team member. The intervier will gather as much information regarding what job the interviewee performs with msc.

**Tourism Management & Tour Operating**

**LINGUISTIC AREA**

Specialized Skills Development

Verbal vs Non-Verbal communications

Tone, pace, mood, body language, gender differences in communications.

Objective: Gender Differences in Body Language Interpretation

Exercise: This experiment compares the abilities of men and women to understand subtle communication through body language. Research Questions:

Is one gender better at interpreting body language? Though men and women tend to utilize similar body language, the way they interpret it can be very different. This experiment will evaluate whether one gender is superior to the other with regard to deciphering the subtle signals communicated through body language.

Cross-cultural diversities & differences

Certain forms of nonverbal communication have different meanings in different cultures. For example, a gesture or motion that means one thing to people in the United States may mean something entirely different in Japan. Whereas an American is likely to point with an index finger, a Japanese person will more likely gesture with a hand, as pointing with an index finger is considered to be rude in many Asian cultures.

An important cultural difference when it comes to nonverbal communication is the display of emotion: Some cultures are more restrained than others and refrain from excessive displays of emotion in public or at all. Some cultures may also suppress facial emotion, believing an animated face to show a lack of control over one’s emotions.

Eye contact is another aspect of nonverbal communication that differs across cultures. In the United States, direct eye contact is generally considered to be a sign of trustworthiness and interest in an individual’s words. However, in some instances, a prolonged gaze may be considered by some to be a sign of sexual interest or attraction. In countries such as Africa and Japan, eye contact is generally avoided, as direct eye contact may be considered to be disrespectful. Yet in Arabic cultures, the opposite is true: eye contact is believed to show interest and honesty

Exercise: In pairs, write a 5-minute script together of two people having a ‘heated’ conversation over the telephone.

One person is the angry customer, and the other is the operator trying to serve the customer.

You will have 15 minutes to complete this exercise, I suggest as you work together each person write their own script.

Once completed, each pair will come up to the front of the classroom and deliver their presentation.

Language: Vocabulary and useful phrases for Cruising Business

VOCABULARY

Port of Call: A destination you visit during the cruise. Most voyages include 2-5 ports of call depending on the cruise length, and the ship may be docked just a few hours or more than a day.

Itinerary: The schedule of ports for your specific cruise, including days at sea and the length of time the ship will be docked at each destination.

Crossing: The term used to denote a transatlantic cruise rather than a localized voyage.

Cruise Agent: A specialized travel agent who deals primarily with cruises.

Embarkation Port or Departure Port: The city your cruise begins. Miami is the largest embarkation port in the world, and millions of cruise passengers pass through the city annually.

Tender: A ferry that transports passengers from the cruise ship to the dock when the ship cannot be accommodated at the port facilities.

Decks: Floors of the ship.

Galley: Where food is prepared; the ship's kitchen. Larger vessels may have more than one.

Muster Station: The designated meeting spot for passengers during emergencies or evacuations. Your muster station will be noted in your cabin.

Cabin or Stateroom: Your room or sleeping quarters on board.

Lido: A term meaning resort often used to describe a particular deck, usually where pools are located.

Gangway: The entrance / exit area of the ship used while docked, typically on a lower deck.

Bow: The front of the ship.

Stern or Aft: The rear of the ship.

Port: The left side of the ship when facing the bow.

Starboard: The right side of the ship when toward the bow.

Bridge: The control center of the ship, typically in the bow.

\*\*\*TESTED on vocabulary words and the meaning of the words.

**Business (English) & Technical Language**

**Business language is discussed; terminologies and cultural differences within the cruise industry.**

Exercise: Scenario 1:

While talking, one person eagerly leans forward while the other leans back in a relaxed position.

Scenario 1: What is the person leaning forward saying with their body?

a. I am bored.

b. I am inferior…

c. I am superior.

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Scenario 2:

One person (on the left) casually strokes his or her leg while having a conversation with another (on the right).

Scenario 2: What message is the person on the left conveying with his/her body?

a. I find you attractive…

b. I find you boring.

c. I find you unattractive.

Scenario 3:

Two people are talking. One person (on the left) sits leaning forward, with arms crossed over his or her legs.

Scenario 3: What is the person on the left conveying with his/her body language?

a. I am comfortable with you…

b. I am nervous.

c. I am scared.

Scenario 4:

Two people are talking. One person (on the left) is leaning forward and talking with his or her hands in a pleading manner.

Scenario 4: What is the person on the left conveying with his/her body language?

a. You are boring.

b. I want you to listen to me…

c. You make me nervous.

**BASIC MANAGEMENT AREA**

**Customer services:** The students sit back to back while acting out a skit where student A, is representing MSC customer service on the phone, while student B, is an upset customer. Student A must provide a solution for the agitated customer on the phone.

Students discuss a career with MSC.

Students looked at a ‘real’ job position/opening on MSC and discussed all aspects of the position.

Lead Management Specialist - Italy, Naples

JOB NUMBER: JB01256

VACANCY NUMBER: ADV01339

ORGANIZATION: MSC Crociere S.P.A.

BUSINESS AREA: Office

LINE MANAGER: Leads and Research Manager

JOB PURPOSE

In order to improve the Lead Management process, the Lead Management Specialist pilots the lead acquisition/generation and nurturing strategy, establishing and managing a closed-loop lead management system and all aspects of inbound and outbound lead generation, working with internal Corporate stakeholders and the local Marketing/Sales offices.

KEY RESPONSIBILITIES

• Plans and executes targeted campaigns to engage new and/or sleeping leads;

• Performs webform campaign activities including- but not limited to- campaign set-up, scheduling, testing, deployment of one-shot, recurring, triggered and dynamic contents campaigns;

• Builds and deploys targeted outbound campaigns by creating audience segments, lists, suppressions and performing A/B testing;

• Reports key metrics to internal Corporate stakeholders and the local marketing offices on a regular basis;

solutions to improve sales.

• Plans and executes regularly reporting and identifies main KPI’s.

JOB REQUIREMENTS (skills, competencies, experience)

• Fluent in English; any other European language is considered an advantage;

• Degree in Economics, Marketing or equivalent; Marketo certification is preferred;

• 2-3 years’ previous experience in lead generation and sales management;

A previous experience with CRM Marketing Automation, email marketing campaigns and database management are considered a plus;

• Proficient in Microsoft Office programs (Microsoft Excel and Power Point, in particular);

• Ability to produce on-time quality deliverables in a deadline driven environment while balancing multiple priorities;

• Proactive, customer-oriented and with a strong sales affinity;

• Excellent communication, organization, time management and analytical/problem solving skills.

1. **Team Building – working together as a team!**
2. **Healthy you – You are what you think, eat, and dream!**
3. **State your Vision, make it plain – write your vision for your future success!**
4. **Managing your time.**

**Product Oriented/Training**

Crew: A typical ship employs thousands of crew members, and while many terms are common (chef, waiter, etc.), some positions are less well known to novice cruisers.

Steward: The housekeeper responsible for maintaining passenger cabins. Stewards can usually assist with special requests or answer general questions.

Purser: Individuals trained in customer service and responsible to answer general questions, handle complaints, and generally monitor passenger happiness. Pursers can typically be found in the main lobby at an information desk.

Maître D': The officer in charge of the dining room and its wait staff. Each dining room usually has its own maître d'.

Students prepared an informal presentation on the product MSC provides vs its competition.

**Technology**

MSC’S TECHNOLOGY AT THE SERVICE OF THE ART OF HOSPITALITY

Every cruise is a special time. And now, MSC for Me, available on all the smart ships\* in our fleet, helps each guest enjoy every moment in their own special way. Using digital technology that literally interconnects the guests, the crew and the ship, your time on board is in your hands. Exciting new MSC for Me features have been introduced on MSC Bellissima and are available on new ships. Guests will experience a more seamless, connected, carefree holiday, at no extra charge. The easy-to-use interactive touchscreens around the ship, the interactive cabin TV, and the app are all designed to help Guests better relax and enjoy their holiday with family and friends. And Zoe the very first virtual cruise assistant, will be ready to assist all Guests from the comfort of their cabin on board of MSC Bellissima and on new ships to follow.

Exercise: Now it’s your turn…

Pull out your smart phone and find information on MSC regarding technology for the customer…

You will be given 15 minutes to research everything available on the internet.

1. Mobile check-in
2. Credit card registration means Guests are ready to go before embarkation
3. ZOE, a virtual personal cruise assistant, is there to help you with any enquiry about your cruise (available on MSC Grandiosa and MSC Bellissima)
4. An interactive map helps Guests get around the ship quickly and easily

* Guests can plan their cruise in real time, browsing through daily events, activities, and highlights
* Zoe provides instant information and help in booking shows, spas and excursions
* Guests get notifications on relevant promotions, offers and events
* New MSC for Me features personalize guests’ cruise experience even more, for a holiday that meets their individual needs. When and where they want.
* Zoe, the new virtual personal cruise assistant, speaks seven languages, adapting to each Guest’s profile and preferences, and all from the comfort of our Guest’s cabin
* MSC for Me Wristband\*\* (from age 12), a wearable waterproof device, to enjoy ship without cruise card, making purchases, booking services and unlocking cabin
* Pre-cruise booking means Guests can access MSC for me and start planning and purchasing services in advance\*
* Peace of mind is at the heart of a happy holiday. With messaging and locator features, MSC for Me helps Guests stay in touch with loved ones. So, they can take some time for themselves.
* MSC for Me Chat - message directly through the app without an internet package.
* Family & Friends Locator\* (available at a charge) enables Guests to be independent, while easily staying connected with family and friends
* A free, voice-enabled assistant found in every cabin, you can ask ZOE hundreds of questions about life on board and she will help you reserve restaurants and excursions, check your bill and more. ZOE is conversational and professional, and speaks an impressive seven languages. She’s easy to use too – just say, OK ZOE, and she’s ready to help. A true artificial intelligence, ZOE has been programmed to keep learning with every interaction, in order to better serve Guests

Exercise: One student will be an expert on a certain topic (economics, real estate investment, public speaking, time management, etc.).

The other students ask the “expert” questions. The expert needs to answer quickly and try to convince the class that he/she is really an expert on the subject.

Each student will be given the chance to be an expert at something. gives students fluency practice by forcing them to think on their feet.

**SPECIALISTIC MANAGEMENT**

Specialist skills – Students discuss various roles, responsibilities, and careers within MSC.

Social Networking.

Exercise: **DEBATE:** Students will be in groups of 4 will be given a topic to debate. Give each student will have two minutes to defend their position.

One group will support Italy leaving the E.U.

And…

One group will be against leaving the E.U

Both groups must support and discuss their reasoning

**Revenue Management**

Revenue management is the application of disciplined analytics that predict consumer behaviour at the micro-market levels and optimize product availability and price to maximize revenue growth. The primary aim of revenue management is selling the right product to the right customer at the right time for the right price and with the right pack. The essence of this discipline is in understanding customers' perception of product value and accurately aligning product prices, placement and availability with each customer segment.

What is the Importance of Revenue Management in CRUISE Industry Revenue management is generally characterized as offering the perfect room at the perfect cost to the perfect client at the perfect time?

**Sales & Marketing**

**WHAT DOES ‘SALES’ MEAN IN A COMPAMNY LIKE MSC?**

Sales Management

Sales management is a business discipline which is focused on the practical application of sales techniques and the management of a firm's sales operations. It is an important business function as net sales through the sale of products and services and resulting profit drive most commercial business. These are also typically the goals and performance indicators of sales management.

Definition of CRM.

Customer relationship management (CRM) is a technology for managing all your company’s relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

When people talk about CRM, they are usually referring to a CRM system, a tool that helps with contact management, sales management, productivity, and more.

A CRM solution helps you focus on your organization’s relationships with individual people — including customers, service users, colleagues, or suppliers — throughout your lifecycle with them, including finding new customers, winning their business, and providing support and additional services throughout the relationship.

Who is CRM for?

A CRM system gives everyone — from sales, customer service, business development, recruiting, marketing, or any other line of business — a better way to manage the external interactions and relationships that drive success. A CRM tool lets you store customer and prospect contact information, identify sales opportunities, record service issues, and manage marketing campaigns, all in one central location — and make information about every customer interaction available to anyone at your company who might need it.

With visibility and easy access to data, it's easier to collaborate and increase productivity. Everyone in your company can see how customers have been communicated with, what they’ve bought, when they last purchased, what they paid, and so much more. CRM can help companies of all sizes drive business growth, and it can be especially beneficial to a small business, where teams often need to find ways to do more with less.

A CRM system can give you a clear overview of your customers. You can see everything in one place — a simple, customizable dashboard that can tell you a customer’s previous history with you, the status of their orders, any outstanding customer service issues, and more.

You can even choose to include information from their public social media activity — their likes and dislikes, what they are saying and sharing about you or your competitors. Marketers can use a CRM solution to better understand the pipeline of sales or prospects coming in, making forecasting simpler and more accurate. You’ll have clear visibility of every opportunity or lead, showing you a clear path from inquiries to sales. Some of the biggest gains in productivity can come from moving beyond CRM as a sales and marketing tool, and embedding it in your business – from HR to customer services and supply-chain management.

Though CRM systems have traditionally been used as sales and marketing tools, customer service teams are seeing great benefits in using them. Today’s customer might raise an issue in one channel — say, Twitter — and then switch to email or telephone to resolve it in private. A CRM platform lets you manage the inquiry across channels without losing track, and gives sales, service, and marketing a single view of the customer.

What does a CRM system do?

A customer relationship management (CRM) solution helps you find new customers, win their business, and keep them happy by organizing customer and prospect information in a way that helps you build stronger relationships with them and grow your business faster. CRM systems start by collecting a customer's website, email, telephone, social media data, and more, across multiple sources and channels. It may also automatically pull in other information, such as recent news about the company's activity, and it can store personal details, such as a client's personal preferences on communications. The CRM tool organizes this information to give you a complete record of individuals and companies overall, so you can better understand your relationship over time.

A CRM platform can also connect to other business apps that help you to develop customer relationships. CRM solutions today are more open and can integrate with your favorite business tools, such as document signing, accounting and billing, and surveys, so that information flows both ways to give you a true 360-degree view of your customer.

MARKETING

What is Marketing?

Online/offline marketing

The 7 P’s pf marketing: Product, Pricing, Promotion, Place, Packaging, Positioning (Place), People.

Social media and marketing – 88% of companies are now marketing on social media. Types: Blogs; Biz networks; Forums; Facebook; twitter; LinkedIn; snapchat; Yelp.

Branding: Social awareness; Relationship building; Lead generation.

Exercise: Students researched on their smartphones and presented what media they prefer and think is the most effective marketing tool. Internet; magazines; T.V.; Billboards; etc.,

Exercise: Students are divided into groups of ¾. The purpose of this exercise is to present a marketing plan to sell something to the other groups in the class. Students will incorporate the 7 – P’s. Students were given 40 mins to prepare a 15 min presentation.

**Tour Operating**

Final test: Students work in groups of 4 to build a persuasive presentation on why MSC is the best cruise company sailing the world. The presentation includes all areas of business and language learned and discussed throughout the course.

Presentation to MSC Management:

As a group, the students will present a final presentation to MSC’s management. Each student has contributed; however, not all students were able to present. Each team decided on who would present and represent their individual team. Recognition to all the students and team members.

Presentation will include all areas as presented in the students group demonstrations.:

* Introduction
* Communication
* 9 Areas of Focus
* Technology
* Cultural differences
* Company Ethics
* Marketing
* Sales
* Finance
* Tour management
* Social Networking
* Terminologies’/Vocab
* Professional appearance and demeanor
* Conclusion