



We are Maxires. MAXImising RESULTS.

At Maxires, our expertise lies in Insighting, Training, Consulting and Coaching people in organizations through building knowledge, skills across sales, service, leadership, helping organizations build capability and maximize ROI on human asset.

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Your feedback and suggestions about this newsletter is welcome and help us improve. Please write to us on

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ISSUE 02 | APRIL 2015

WE ARE
TURNING 5



Thanks to all
Our Clients, Supporters and Participants

Maxires turns 5.....and growing strong

On the 28th February 2015, Maxires completed 4 years filled with robust growth, acquisition of marquee clients and part of dream run, at times swinging between head winds and tailwinds, but chartered carefully by group of team members who have determined to take it where it deserves to be.

On this day in 2011, the company was formed by professionals who came together from strong sales and service back ground to form a training company that would redefine training and consulting in its truest sense by making a positive difference in the business that it would attempt to.

Maxires – Maximizing Results identified itself based on the strengths that it carried, had a detailed segmentation approach, backed by cherry picked coaches, and a strong Andragogy based content development with its VAK concept. If I were to put top few things that went right, it would be the ones mentioned above followed by ruthless execution for 1461 days since inception.



Alongside, we kept making notes on learning that we had post each sales call, every prized acquisition, and for post every training program. We learnt how to provide a continuous engagement module post training and create them as our key differentiator in the market place. The team kept asking itself uncomfortable questions and getting prepared for the market. We at Maxires realize that margin for error is very minimal and we as a growing company knew that we are banking our future on a segment that is nimble footed, but first to undergo the chopping block. Isn't that exciting akin to a roller coaster ride. Yes it is... Adrenalin rush at its very best. It was mayhem at times but method in the madness most of the times.

In these excellent and turbulent times, Maxires found itself sticking to its plan, building a wall around its customers within southern base, but also operating pan India in strategic places where the operations are profitable. Today as we inch closer to the three digit mark, having acquired clients inclusive of Maharatna and Super Brands mostly, across 23 different sectors, our appetite for growth has grown stronger and wider.

Alongside, maxires has also become employment of choice through its unique job opportunity to get rewarded in as many ways as one could think of. This is certainly the first of its kind across this industry and it is too good to be true. Maxires endeavor is to create young entrepreneurs whose ONLY criteria is that they should have been involved with training business and that's the tribute it holds to the professionals who have always remained unsung hero / heroines in the business scenario.

Maxires through all the reasons mentioned above has built a robust business plan to be rolled out for the next 1000 days. The strength that it carries is its team members who have never left the organization, but only moved on to represent the company as an entrepreneur with the client.

Starting with few local clients, maxires has fair amount of annual clients and some of them to who it conducts closer to 5000 training man days in a year, across the length and breadth of the country.

As we see, that the next 10 years plus will be a gold run for this industry and new segments will emerge for all those who have their ears to the ground, add value to their clients and those companies who are willing to walk the extra mile, add innovation to their existing services, customize and be part of either top line or bottom line will be the most preferred ones to partner.

In case of Maxires, all of that stated is true with the early bird catching the worm comes in handy. Time in the market is more critical than timing the market.

We thank all our clients for having given an opportunity to live our dream of being an entrepreneur and continue to do business with by making us as top of the mind brand recall. We continue to remain grateful and look forward to serving you in times to come.

Keep smiling & stay winning
G. Deveanand

Brooke Fields: Programme on Service Excellence



Brookefields team with Maxires coaches

Brookefields is a leading mall in Coimbatore & there are close to 100 employees who provide service to mall visitors at various strategic points of the mall.

All the employees in batches were offered a one day training programme covering nuances of welcoming, greeting a customer upon arrival, etiquette, grooming standards, handling

queries and complaints.

The highlight of the programme was the role plays, tour of the mall and followed by a quiz on products and services offered in the mall.

Participants rated the programme highly informative and effective in handling the current requirements and needs for providing excellent customer service.

S10:

Maxires conducted a day workshop for all front-line as well as support staff, employees of leading hospitals as well as stand alone clinics covering major topics such as welcoming, greeting a customer upon arrival etiquette, grooming standards, handling queries and complaints, how to handle different patient profiles, their expectations and following up effectively.

The moments of truth in a patient life cycle as well as in the hospital were covered at length using role plays, simulations and case studies. Post programme the participants felt confident of handling patients effectively, understanding stated and unstated needs of the patient by providing superior experience of the hospital / clinic.

IFCA:

Shoulder to shoulder programme:

IFCA and SRM University had organized a one day programme for all final year students of various city colleges on meeting the creme-dela-creme chefs of Chennai city from all five star hotels. Maxires covered a very important topic of being Cherry picked, the art of attending interviews, how to prepare for interviews and gain expertise of over domain, technical and soft skill. The students thoroughly enjoyed the programme, the handouts given and the expertise that was shared especially at a time when the campus recruitment was about to commence.



IFCA and SRM university had jointly organised a programme for the budding chefs and students called Shoulder to Shoulder. Maxires is proud to be associated with this event and also present tips on handling interviews to the students.



Delegates from various catering colleges — at SRM University.



Delegates from various star hotels -at SRM University.



Chief Guests.



In the presence of Chef Manjit Singh Gill President IFCA.



Chef Manjit Singh Gill along with Chef Soundarajan felicitating Mr. Deveanand from Maxires Training and Consulting.



Mr. Prem Anand from Maxires Training and consulting being felicated by Chef Manjit Singh Gill President IFCA, Dr. Chef Soundararajan Secretary IFCA and Principal SRM institute of Hotel Management Dr. Antony Ashok Kumar.



What do we expect from budding chefs? (panel discussion) by Chef Dharmen Makhwana, Chef Ajit Bangera, Chef Natarajan, Chef Sudhakar Rao & Mr. Deveanand from Maxires Training & Consulting.



The panel discussion was about "Traditional and modern foods- which one to master?"- Mr. Deveanand from Maxires Training and consulting, Chef Praveen Anand, Chef Manjith Singh Gill, Chef kannan, Chef Natarajan, Chef Ajit Bangera, Chef Dharmen Makhwana.

IFCA & WACS

World Association of Chefs Societies:

Indian Federation of Culinary Associations (IFCA) had invited Maxires Training & Consulting Pvt Ltd as guest of honor and present a topic on latest culinary trends in the country. Little over 650 chefs from India and all over the world were part of the event. Maxires presentation covered a deep analysis on last forty years drivers of economic growth, dining trends, profiling of customers, future trends, and challenges. The topic was very well received and IFCA has taken the training material from Maxires to be circulated to all the members of IFCA.

Mr. Deveanand from Maxires training and consulting being felicated by Chef Charles Carroll the president of WACS in the presence of Chef Manjit Singh Gill, President IFCA — at ITC Grand Chola.





Panel discussion consisting of Mr. Vir Sanghvi, Mr. Deveanand from Maxires training and consulting.



Chef and Delegates at ITC Grand Chola from the hospitality industry across the globe at the event.



Team Maxires represented by Alifiya, Anusha, Dev & Prem.



Team Maxires with Dr. Chef. K. Damodaran.



Mr. Deveanand from Maxires training and consulting airing his views on the trends and changing patterns.

PUNJAB NATIONAL BANK:

Leadership Programme:

Metlife wanted to offer a training programme for all PNB Branch Manager & General Managers who had over achieved targets for the 3rd Quarter of the financial year 2014-15.

Two day leadership programme conceived and co-created together by Mr.Rajeev Raizada – Field General Manager, PNB & Deveanand – Director, Maxires.

The programme was on the lines of an outbound training as it was being held at Ooty. The total number of participants were 75 of both genders , predominantly outbound, fun filled, activity based and learning outcomes derived at the end of each

module. The programme covered essentials of leadership VUCA world – Volatility, Uncertainty, Complexity & Ambiguity, communication, team synergy / generating multiple ideas for business and work life balance. The participants felt that the programme was very unique, found it to be useful and carried back various tips on leadership, team synergy that they will be able to use at work and see results.



Maxires with the Inspiron team from Punjab National Bank



Mr. Rajeev Raizada, Field General Manager, Punjab National Bank, South India addressing the participants



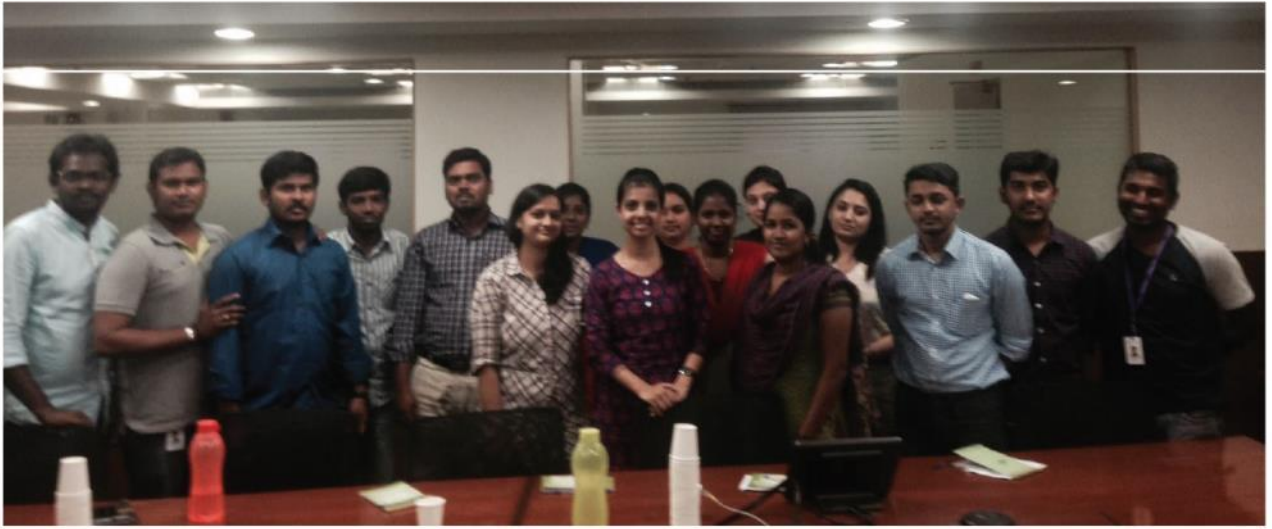
Inspiron participants during a group activity



Maxires team with the inspired Inspiron participants — at Hotel Gem Park, Ooty.



Inspiron participants during a group activity

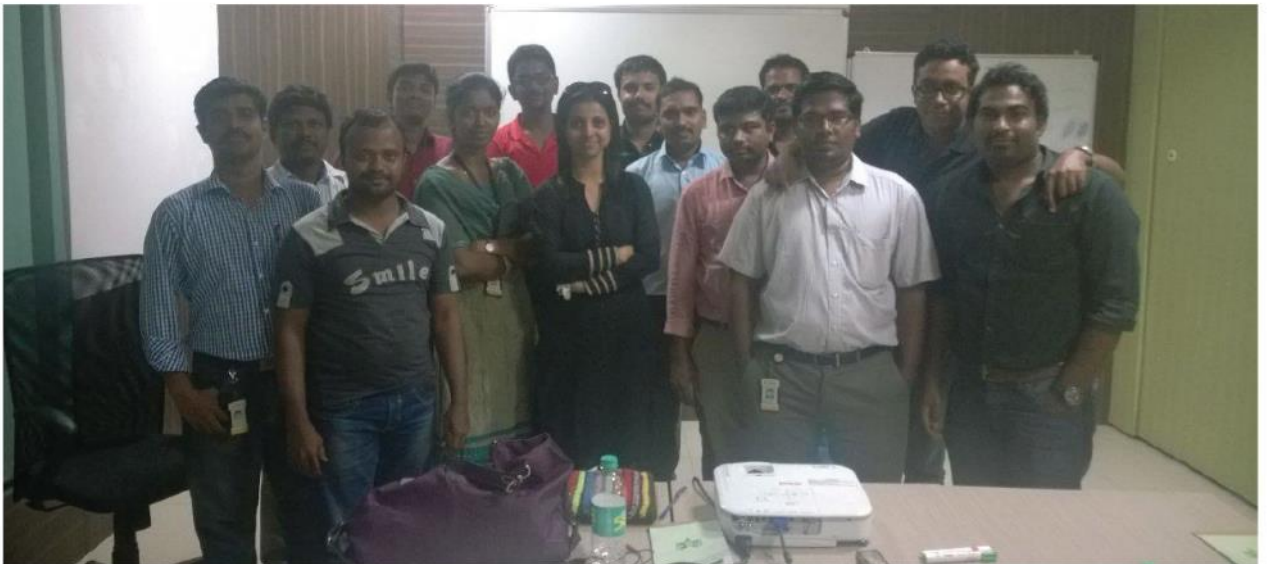


Training programme for Extreme Networks held at Chennai between 10th and 13th Feb on Communication to Succeed.

Extreme Networks: Communicate to Succeed:

A four half days session was done for extreme networks's engineers on how to communicate with clients and other team members. The session covered the essence of email etiquette, telephone etiquette, handling different types of clients, being assertive and inter departmental looping. The training was to communicate and succeed through effective business communication.

Post the training program, the participants learnt how to follow the different ways for better team communication. They communicated in as many words that the training will be of great help to them at their workplace.



Participants of Vortex Engineering, Tidel Park, Chennai who were trained on Influencing skills on 20th Feb.

Vortex Engineering: Influencing Skills:

A one day session was done for the engineers of Vortex Engineering. The participants were taught the art of influencing, with what or when and how to influence and trained them on different types of influencing skills with different techniques to be applied. The training was followed by different situations to be handled by the participants as role play and they implemented the techniques through the same.

Post training follow up is done by on the job implementation of their learning through the training. They are assessed once in a fortnight for three months on the same.



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