



SHARING
EXCELLENCE

TRAINING CATALOG

VOLUME 4

COMMERCIAL, PASSENGER SERVICE

2021 Edition

CONTENTS

	Page
BIRTH OF IFF.....	1
MISSIONS AND VALUES.....	2
GET TRAINED AT IFF.....	3
THEY RECOMMEND OUR TRAININGS.....	5
THEY TRUST US.....	6
MANAGEMENT HEADWORD.....	7

TRAINING FORMS – COMMERCIAL, PASSENGER SERVICE

IFF CV01 - PASSENGER SERVICE: PRICING AND ACCOUNTING	9
IFF CV02 - MANAGING YOUR SALES TEAM	10
IFF CV03 - TEAM LEADERS : MANAGING HUMAN RESOURCES	11
IFF CV04 - MANAGING CUSTOMER RELATIONSHIPS	12
IFF CV05 - MANAGING AND COMMUNICATING DURING TENSION AND CRISIS SITUATIONS	13
IFF CV 07 - TRAINING TO TAKE OVER THE STATIONMASTER'S POSITION: ATTITUDE AND EFFECTIVE COMMUNICATION	14
IFF CV 09 - TRAINING TO TAKE OVER THE STATIONMASTER'S POST: BASIC TECHNIQUES	15
IFF CV 13 - TRAINING IN STOPOVER FUNCTION	16
IFF CV 13 BIS - COMMERCIAL TRAINING FOR STOPOVER STAFF	17
IFF CV 21 - COMMERCIAL TRAINING FOR SALESPeOPLE	18
IFF CV21 BIS - DIALOGUE AND SALES TECHNIQUES	19
IFF CV22 - SALES DIALOGUE AND CUSTOMER RELATIONSHIP	20
IFF CV 101 - HANDLING OF CUSTOMER COMPLAINTS	21
IFF CV 102 - COMMERCIAL EFFICIENCY	22
IFF CV 105 - CUSTOMER RELATIONSHIP	23
IFF CV 106 - STEER THE PERFORMANCE OF ITS COMMERCIAL ACTIVITY	24

BIRTH OF IFF

ONCF and SNCF, engaged in a **sustainable partnership**, have enabled the successful operation of **the first high-speed link of the African continent**.

April 2013

Final MOU for the creation of the IFF

March 30, 2015

First training sessions



October 2007

Intergovernmental agreement for the creation of the Tanger-Casablanca LGV.



September 2011

Preliminary MOU for the Establishment of the IFF



From this partnership, serving the success of the high-speed line, was born the railway Training Institute (IFF), which had the privilege of being entrusted with **the training of the operators of the high speed**.

The Institute's vocation is to be **a reference player in rail training**. It offers an extensive catalogue of all the skills that are useful for conventional or **high speed rail operations**, as well as **rail freight** and **logistics**, but also available for **urban and peri-urban transport**.

The trainings provided by IFF aim for **excellence** and are intended for the employees of the rail and guided transport actors.

MISSIONS AND VALUES

Four values guide our action : **Customer orientation, Sharing, Excellence and respect.**

We have defined them jointly with our trainers and referents, which provide training and share their expertise under this spirit.

Their concrete realization is the focus of our attention.



GET TRAINED AT IFF

Rabat, capital of Morocco is the great political and administrative center of the country, where the royal palace, government authorities and embassies are located.

Rabat is also a commercial and industrial city where tourism and local crafts play a major economic role.

Located in the north of the country, on the **Atlantic coast**, on the left bank of the mouth of the **Bouregreg** and facing the city of Salé, Rabat is a capital where life is good.

It has been the seat of Mohammed V University and several cultural and educational institutes, such as **IFF since 2015**.



Kasbah of Oudayas



Rabat downtown



Mediterranean climate

- Average maximum temperature: 21.9 °C
- Average minimum temperature: 12.5 °C



Official languages

- Arab
- Amazigh

Spoken language

- French



Currency

- Moroccan Dirham (MAD)



Landmarks

- Tour Hassan
- Kasbah of Oudayas
- Chellah
- The National Library
- The National Theater
- Etc.

GET TRAINED AT IFF

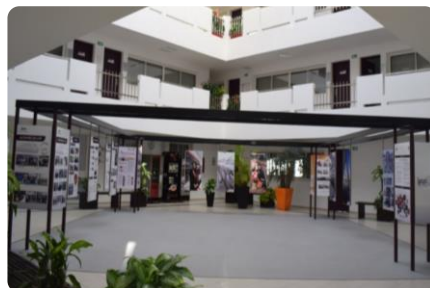


An ideal geographical location

Located in the very heart of the **Agdal district** in Rabat, the Railway Training Institute (IFF) is a 5-minute walk from the **Rabat-Agdal train station**.

The area is also well served by public transport:

- **Tramway**, Avenue de France station
- Various lines of **buses and taxis**



Educational resources

Covering an area of **3 000 sqm**, IFF has been designed to offer its trainees a warm welcome and a work environment conducive to learning:

- **18 training rooms** including 8 equipped with interactive digital boards (**TNI**) spread over 2 floors
- **7 practical work rooms** with **educational models**
- **A multifunctional driving simulator** composed of:

- 6 independent driving cabins
- 2 instructor positions
- 1 observer post

It makes it possible to reproduce the driving consoles of several machines in various configurations, such as:

- **E1400 ONCF locomotive** (ALSTOM Prima II locomotive) in Freight or Passenger configuration
- **Electric Multiple Unit (TSR - ANSALDO BRED A)** in single or double unit
- **High speed Train (Alstom Avelia – Euroduplex)** in single and double configuration

- **A wifi connection** available to all trainees
- **A restaurant area** completely renovated in 2019

THEY RECOMMEND OUR TRAINING

Jean Robert AVATOLI – Railway HRD At SETRAG (Gabon)

«I The training modules provided and the modern teaching methods make the IFF a suitable environment for developing excellence skills. »

Abdoul Aziz DIOP– Engineer - Project manager at ANCF - Senegal

«This institute has allowed us to have a global vision regarding training in the railway sector and we believe that Senegal, ONCF and IFF will in the future be able to establish a collaboration to train railway workers in Senegal. »



Ahmed BENSaid –Stationmaster at ONCF

«On behalf of our 2019 stationmaster promotion, I would like to thank IFF for the efforts that allowed us to have a good time at the institute. This training took place in good conditions thanks to the magnificent instructors and to the IFF staff.»

Houria BENNI SADOUKI – Training manager at SNCF (France)

« As a sponsor of this new learning journey, I could see that beyond the theme, this group work allows participants a real collective work which develops their listening, analysis and synthesis skills and offers the opportunity to discover a multicultural working environment. The support and methodology of the training coach make it easier to step back and make this experience a real moment of personal development. »

Christian MAGNI – Assistant Director of SETRAG (Gabon)

«I was pleased to spend two training months at IFF to acquire knowledge in rail exploitation field. Thanks to this training, I've been appointed Assistant to the CEO of SETRAG. »

* All the modules we offer are systematically subject to a trainee satisfaction test.

THEY TRUST US



MANAGEMENT HEADWORD



Represented by
Mr Karim Eddine CHENNOUF



**Chairman of the
Management Board**



Represented by
Mr Christophe MARTIN



**General
Manager**



IFF is a limited company registered under the Moroccan law, with a Management Board and a Supervisory Council, held at parity by ONCF and SNCF

THE RAILWAY TRAINING INSTITUTE SHARING EXCELLENCE

The Railway Training Institute (IFF) opened its doors on March 30, 2015 in Rabat.

Co-developed by SNCF and ONCF, our training courses – more than a hundred - aim to be **innovative**. They are led by the **best specialists** from both companies, as well as by **selected partners**.

From the first months, the commitment of the shareholders and the entire team were able to make the institute a success.

Thus, since 2015, nearly **6.000 trainees yearly**, mainly from SNCF and ONCF, benefit from our training.

In 2017-2018, **more than 17.000 training days** were dedicated to preparing the operation of **high-speed line** in Morocco.

The year 2020 marked a new stage through the development of **distance learning** (virtual classes), thus constituting the first phase of a digitizing content process.

An **85% satisfaction rate** expressed by interns illustrates the ambition for excellence that drives us. These results are shared with limited partners who trust IFF.

Since its creation, IFF has been able to attract the confidence of new operators from **France, Spain, Morocco** in addition to some **West African countries**, in particular **Gabon, Senegal and Ivory-Coast**, by relying on its know-how to develop adapted training.

We are extremely proud of this confidence and the achieved results.

TRAINING FORMS

COMMERCIAL, PASSENGER SERVICE

This training is made up of training modules ranging from taking up a commercial manager's position to serving travelers. The design of this training was carried out with the integration of new business concepts, human and managerial resources.

This method includes scenarios, role plays, case studies, individual and collective exercises for anchoring theoretical knowledge and putting into practice new postures and professional reflexes.



TARGET AUDIENCE

Sales supervisors and station managers taking up their post.



GOALS

At the end of this training, participants will be able to effectively contribute to the establishment of pricing and passenger accounts.



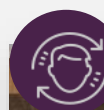
PREREQUISITES

Have held the position of commercial train agent, and have basic knowledge of accounting, station and train fares and passenger equipment technology.



EDUCATIONAL MODALITIES

Exercises, case study, group work and exchange of good practices.



DURATION: 3 Weeks



PROGRAM

- Develop general and common provisions (station and train)
- Know the accounting management of the different distribution channels (station and train)
- Organize station and train accounting (Different entities)
- Check and control the accounts Control passenger pricing, fare products
- Master the issuance systems of automatic ticketing (SABIL) and automatic ticket dispenser (DAT)
- Master the conditions of application of passenger fares and establish the conditions for reimbursement of tax refunds and the management of customer complaints.

IFF CV02 /EN

MANAGING YOUR SALES TEAM



TARGET AUDIENCE

Sales supervisors in post.



GOALS

Understand the managerial dimension of the sales manager position and acquire the fundamental managerial techniques necessary for the supervision of a team by identifying its scope of responsibility.



PREREQUISITES

Have held the position of sales train agent.



EDUCATIONAL MODALITIES

Case studies, discovery exercise, scenarios.



DURATION: 4,5 Days



PROGRAM

- Acquire the fundamentals of management necessary for the supervision of a team (management styles ...)
- Manage the motivation of your team, know how to delegate (Maslow pyramid)
- Set goals and assess individual performance Recognize the employee
- Manage and develop the skills of my employees
- Prepare and facilitate a team meeting
- Prepare and conduct an individual interview
- Knowing how to implement proximity controls



• **Level 2 assessment:** Assessment of skills acquired at the end of training ➡ **Yes**

TEAM LEADERS : MANAGING HUMAN RESOURCES



TARGET AUDIENCE

Sales supervisors in post.



GOALS

Manage the components of station and train personnel management by ensuring the respect and conformity of procedures in order to optimize production.



PREREQUISITES

Have held the position of sales train agent.



EDUCATIONAL MODALITIES

Exercises, scenarios, case studies, exchanges of experience and business practices.



PROGRAM

- Know your work organization
- Identify the different aspects of human resources management (staff status, leave, sickness, rest ...)
- Apply station and crew staff procedures and seek to optimize production (work regulations for rolling staff and sedentary staff, set up a rotation of rolling staff, etc.)
- Know the performance evaluation system
- Understand the general principles of social dynamics (employee representation, process of electing employee representatives, etc.)



DURATION: 4,5 Days



TARGET AUDIENCE

Sales supervisors in post.



GOALS

- Apply the dimensions of customer relations, adjust one's posture and assert oneself when working with customers;
- Support the development of the relational skills of its teams.



PREREQUISITES

Have held the position of sales train agent.



EDUCATIONAL MODALITIES

Exercises, scenarios, self-diagnosis.



DURATION: 4,5 Days



PROGRAM

- Identify the components of the customer relationship (servuction)
- Know the challenges of customer satisfaction
- Fix the impacts of Customer Relations on the quality of service, Customer satisfaction and the management of staff in contact
- The components of communication and its obstacles
- Determine the dimensions of the customer relationship and adjust the posture when working with customers
- Coordinate the relational skills of the team

MANAGING AND COMMUNICATING DURING TENSION AND CRISIS SITUATIONS



TARGET AUDIENCE

Sales supervisors.



GOALS

Knowing how to manage and communicate on stressful and crisis situations by integrating the safety rules vis-à-vis customers and employees.



PREREQUISITES

Have held the position of sales train agent.



EDUCATIONAL MODALITIES

Filmed scenario exercises, role-playing, field visit.



DURATION: 4,5 Days



Communication de crise



PROGRAM

- Determine the issues and components of a stressful situation
- Identify customer expectations in a disrupted situation
- Know the organizations dedicated to the management of the disrupted situation and their management tools
- Remind the traveler of the principles of information
- Know the terms of care, procedures and specifics for managing disrupted situations
- Identify the issues and the safety context at ONCF (inventory of safety phenomena and the company's positioning)
- Knowing how to manage conflicts (attitude, placement Identify the media environment, communication rules, relations with external authorities and effective behavior towards the media in a crisis situation.

TRAINING TO TAKE OVER THE STATIONMASTER'S POSITION: ATTITUDE AND EFFECTIVE COMMUNICATION



TARGET AUDIENCE

Station managers taking up their position.



GOALS

- Knowing the fundamentals of communication and adapting one's attitude to situations and audiences: clients, agents, authorities, media...
- Establish a communication strategy to deal with the media crisis and communicate effectively
- Know how to apply the procedure for managing disrupted situations and information management



PREREQUISITES

- Have held the position of Sales Manager
- Have some knowledge of oral communication (public speaking)



EDUCATIONAL MODALITIES

Situations, case studies, disturbed situation procedure, information processing procedure, ACT guide, role plays.



DURATION: 4,5 Days



PROGRAM

- Identify the expectations of customers in stations in normal and disrupted situations
- Know the fundamentals and tools of communication and identify the obstacles to effective communication
- Define operational management and differentiate between the operational and hierarchical role of the manager
- Define the disrupted situation and its impact on Quality of service and Customer satisfaction
- Take care of travelers in disrupted situations
- Know the information management system (tools, actors, procedure, information chain)
- Know the information chain (passenger information procedure in the station and on board the train)
- Identify the players involved in the care of travelers in disrupted situations (internal and external players)
- Identify the relational issues of the station manager in a disrupted situation (postures and attitudes induced)

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➡ **Yes**

TRAINING TO TAKE OVER THE STATIONMASTER'S POST: BASIC TECHNIQUES



TARGET AUDIENCE

Station managers taking up their position.



GOALS

- Learn the basic techniques for good safety management;
- Know how to manage conflicts and know the HR policy.



PREREQUISITES

- Have worked as a sales manager;
- Knowledge of passenger equipment.



EDUCATIONAL MODALITIES

Situational exercises and case studies.



DURATION: 4,5 Days



PROGRAM

- Know the safety management system and its components
- Define risks related to staff travel
- Explain the risks related to electrical currents
- Present and define railway risks
- Know the establishment's position in terms of safety
- Identify the security context and its environment
- Learn how to manage conflicts through an investment attitude

IFF CV13/ EN

TRAINING IN STOPOVER FUNCTION



TARGET AUDIENCE

- Station managers on duty for whom a need for additional training has been detected by the manager.
- New station managers before they take up their posts.



GOALS

- Apply safety rules for travel on railway rights-of-way.
- Comply with safety rules regarding electrical risks (obligations, prohibitions, etc.).
- Identify railway risks.
- Be capable to supervise and coordinate an operational Stopover.
- Be able to take on the managerial dimension of the job of a Station Manager.



PREREQUISITES

- Have had training or have held a position in customer relations.



EDUCATIONAL MODALITIES

Situational exercises, case studies, anchoring and sharing of professional practices.



DURATION: 9 Days



PROGRAM

- Take ownership of the context, the issues, the evolution of the port of call and to be able to explain them;
- Knowing how to identify its place and role in the station environment;
- Identify customer expectations and implement the processes that contribute to customer satisfaction;
- Contribute to the analysis and implementation of action plans based on past events;
- Create the conditions for a successful relationship with the customer by embodying the service postures expected by the company;
- Manage and coordinate teams of different professions in the port of call, adapting to the frame of reference of each one;
- Manage your site according to the standards and tools related to your scope of action in normal situations;
- Adapt one's operational management according to the situations encountered (disrupted/crisis).

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➡ **Yes**

COMMERCIAL TRAINING FOR STOPOVER STAFF



TARGET AUDIENCE

- Staff in charge of the stopover.



GOALS

- List the main principles of the tariff offer, identify the new tariffs and distinguish the changes in relation to the existing range
- Discover the port of call
- Regularize by applying the regularization dialogue and service postures.



PREREQUISITES

- None.



EDUCATIONAL MODALITIES

Expositive, demonstrative and participatory methods (pedagogical games), practice workshops and reflection in sub-groups.



PROGRAM

- Projects and Business Strategy of the Company
- Discover the LGV Tariff Offer (+ after-sales)
- Discover the Stopover (including a sequence taken in a disturbed situation)
- Service dialogue



DURATION: 4,5 Days



TARGET AUDIENCE

- Staff in charge of commercial sales.



GOALS

- Know the main principles of High Speed and to explain them
- Apply the new price range
- Selling the range with commercial efficiency



PREREQUISITES

- Know the current tariff range and be a sales agent.



EDUCATIONAL MODALITIES

Various teaching methods: exhibitions, participative, role-playing, work in sub-groups and presentation of educational films...



DURATION: 4,5 Days



PROGRAM

- Projects and Business Strategy of the Company
- Find out about the High-Speed fare offer (fare range and its advantages, Exchange and refund conditions relating to the different fares, Commercial offers and their respective advantages);
- Sales dialogue (introducing and applying sales techniques, customer relations).

IFF CV 21 BIS / EN

DIALOGUE AND SALES TECHNIQUES



TARGET AUDIENCE

- Sales employees
- Employees in stopover missions in stations
- Station supervisors and stopovers for their skills development to manage their team



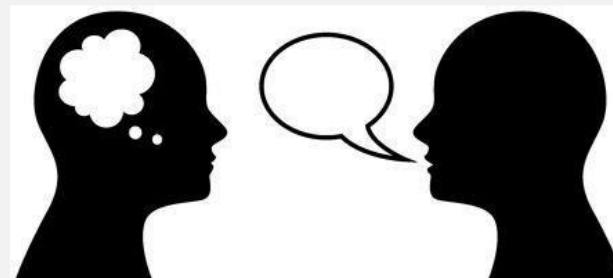
GOALS

- Distinguish between the challenges of customer relations and dialogue sales
- List the main stages of the sales dialogue
- Identify customer needs and expectations
- Use the sales techniques corresponding to each step of a pro active dialogue
- Appropriate the principles of the New Customer Relationship
- Practice the proactive sales dialogue and sales techniques



PREREQUISITES

Have had training, or have held a position in relation to customers.



PROGRAM

- Understanding the evolution of customer purchasing behavior
- The different types of customers
- The place of sales in marketing
- Identification of customer needs and expectations by: Listening - Questioning - Reformulation
- Proposal of products and services and argue
- Handling of objections
- Presentation and explanation of the 3 dimensions as well as the 5 attitudes of service



EDUCATIONAL MODALITIES

Participatory methods, interrogative expositive, role plays, sub-group work and testimonials.



DURATION: 2 Days

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➡ No

SALES DIALOGUE AND CUSTOMER RELATIONSHIP



TARGET AUDIENCE

Supervisor commercial, station master.



GOALS

- Acquire the tariff restructuring and the various tariff products
- Know the techniques of sales dialogue
- Develop listening and prescription techniques and advice in order to increase customer satisfaction and the realization through loyalty



PREREQUISITES

Experience in the commercial field "sale".



EDUCATIONAL MODALITIES

Active teaching method and training exercises in a sub-group situation.



DURATION: 2 Days



PROGRAM

RESTRUCTURING OF THE TARIFF RANGE

- Principles and operation of the price range
- Restructuring of the price range
- Different tariff products

DIALOGUE AND SALES TECHNIQUES

- Stakes of the sales dialogue
- Approach and different stages of the sales dialogue
- Sales techniques

CUSTOMER RELATIONSHIP

- Issues, principles and dimensions of customer service
- Postures and attitudes of service



HANDLING OF CUSTOMER COMPLAINTS



TARGET AUDIENCE

Station managers, section managers, passenger sales managers and station managers.



GOALS

- Be able to identify dissatisfied customers and deal with their complaints by adopting a positive approach to receiving dissatisfaction, allowing better intervention according to the solutions implemented;
- Understand the important issues at stake for customer satisfaction and the company's room for improvement through the proper handling of complaints in accordance with the legal texts and procedures defined by the company.



PREREQUISITES

- Have held the position of station manager, section manager, news anchor or sales manager.



EDUCATIONAL MODALITIES

Complaint handling procedure, case studies, testimonials, role-playing, self-assessment test attitude towards complaints.



DURATION: 2 Days



PROGRAM

- Identify dissatisfied customers and what they have in common regarding passenger services
- Define claimant customers, claims and their characteristics
- Identify the issues at stake in the claim, the typology of claimants and the nature of the claim
- Identify the important stages in the reception and handling of complaints
- Attitudes to deal with sensitive customers
- Know the procedure for managing complaints
- Know how to establish a complaint monitoring dashboard

IFF CV102/ EN

COMMERCIAL EFFICIENCY



TARGET AUDIENCE

Front office staff managers and supervisors.



GOALS

- Understand the commercial dimension of front office staff (executives and supervisors) and acquire the fundamental commercial techniques necessary to mobilize all internal players around client projects.



PREREQUISITES

To have held a position with customer relations.



EDUCATIONAL MODALITIES

Situational exercises and case studies.



DURATION: 2 Days



PROGRAM

- Define the challenges of commercial efficiency
- Identify the fundamentals of commercial attitudes
- Know how to build a sales pitch and how to sell
- Deal with difficult customers and dealing with dissatisfaction
- Learn the know-how of a proactive salesperson

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➡ **No**

IFF CV 105/ EN

CUSTOMER RELATIONSHIP



TARGET AUDIENCE

Front-line staff, managers and supervisors.



GOALS

- Understand the dimensions of the customer relationship and adjust your posture during interventions with clients
- Support the development of relationships skills of the team



PREREQUISITES

Have a professional experience related to customers.



EDUCATIONAL MODALITIES

Scenarios, exercises and case studies, test assertiveness and interrogative questions.



DURATION: 2 Days



PROGRAM

- Identify the basic concepts of service production (servuction)
- Identify the components and characteristics of the servuction
- Know the challenges of customer satisfaction and the impacts of customer relations on satisfaction
- Understand the principles and components of interpersonal communication
- Identify the psychosociological, intellectual and physical communication
- Identify the four dimensions of the customer relationship: adjust, value, dare, assert oneself and the means to achieve it
- Define the notion of assertiveness in customer relations

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➡ **No**

STEER THE PERFORMANCE OF ITS COMMERCIAL ACTIVITY



TARGET AUDIENCE

Station managers, section managers, station and train passenger sales managers, station managers.



GOALS

- Pilot the performance of the activity through indicators and dashboards by knowing the techniques of their design, analysis and interpretation of trends in order to develop effective action plans to be put in place in order to achieve the planned objectives.



PREREQUISITES

- Have held the position of sales manager or station manager or equivalent;
- Have some knowledge of statistics and mastery of office software.



EDUCATIONAL MODALITIES

Exercises and case studies, interrogative questions, measurement tools, commercial contract.



DURATION: 2 Days



PROGRAM

- Know how to draw up a management chart relating to the activity of the station manager and supervisor (components, dimensions, presentations and interpretations);
- Define the notion of objectives and relevant indicators for evaluating the performance of the activity;
- Know how to establish the reporting of passenger stations (daily and weekly);
- Know how to use the Business Intelligence application

CONTACT US



ACCESS MAP



Ibn Sina Avenue - AGDAL Rabat, Maroc
GPS Geolocation : 34°00' 00.59"N 06°51'05.57"W



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TRAINING SCHEDULES

Monday to Friday : **8:30 am-5:00 pm**
Closed on weekends.



REMOTELY

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