



Client Experience

Instructor Certification

Service Quality Department

Instructor Services Division



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Introduction

- How does Gaba advertise to prospective clients?
- What do you remember about each marketing initiative?

Client Case Studies

Case Study A: Tsuyoshi

Segment: Purpose-driven

Occupation: Patent attorney

Current Text: Business Advantage 5

Future Goals: Improve English skills for meetings with clients and business negotiations representing Japanese firms overseas, and entertain foreign clients visiting Japan.

Social Style: Driving

Lesson focus: Wants to contribute more in and ultimately lead negotiations in meetings. Increase confidence to communicate in all situations whilst overseas on business and make small talk with foreign clients in Japan.

Case Study B: Maiko

Segment: Hobbyist

Occupation: First-year university student

Current Text: Snapshots New 4

Future Goals: Wants to increase ability to interact in English at her university with foreign students. She also wants daily conversation skills to communicate and make friends when studying abroad in the future. Wants to communicate online with foreign friends she met on Discord and start an Instagram account in English.

Social Style: Expressive

Lesson focus: Lots of role-play practice aimed at her dream of studying abroad, and wants to learn natural phrases. Wants lots of fun idioms and slang she can use with her friends.

Gaba's Counselors

What do Gaba's counselors do?

How many different types of counseling can you remember?

How can you support the counseling process to ensure client's expectations are met?

Personal Branding

What is 'personal branding'?

Why is creating a personal brand important?

How can you market yourself to clients?

What happens if you don't brand yourself effectively?



Gaba Corporation

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Helping people achieve their most audacious life goals.