

A step toward employability for 26 youths

IT WAS an educational yet fun day for 26 youths from six foster homes who were given the opportunity to gain customer service and selling experience as sales personnel at Verve Suites KL South.

As part of its "Caring Hands" initiative, Bukit Kiara Properties (BKP), has collaborated with CyberCare Youth organisation in the Self-Empowering Transition and Employability Programme (STEP).

This programme aims to equip underprivileged youths with employability and soft skills before they leave their homes to pursue academic and career opportunities.

CyberCare youth development manager Ainsley Tan expressed gratitude to BKP for hosting this special programme, which was conducted in the company's property sales gallery.

"We believe BKP has a lot of knowledge that can be imparted to our youths. The youths were excited when informed that they would have the chance to be a property sales personnel to market a high-end condominium."

Cybercare Youth is a non-profit organisation started by a group of young people in Malaysia to help those in foster homes.

It organises youth development

programmes that incorporate hands-on community care which allows youths to learn through real-life application. Since 1999, CyberCare has managed to gather more than 800 volunteers aged between 20 and 30 to journey with the youth in joint activities to develop personal qualities and leadership.

The "Caring Hands" day kicked off with a briefing on selling skills and introduction of BKP and its latest project, Verve Suites KL South.

Led by a group of BKP staff, the youths visited four fully-furnished designer suites and the Vercadicos Sky Bridge, a facilities deck at level 14 of Verve Suites KL South.

After the tour, the tables turned when the youths, ranging from 16 to 20 years old, had a role-play session with BKP team members to practise their selling skills.

The highlight of the day was the "job challenge" where the youths were required to be sales personnel and attended to mock walk-in customers. To spice things up, these invited 'customers' were assigned different personalities to test the youths on their attitude and product knowledge. After each sales presentation, the "customers" would provide feedback to the youths who had attended to them.



said BKP group

It was an educational experience for 26 youths from six foster homes, who were given the opportunity to gain customer service and selling experiences as sales personnel at VERVE Suites KL South.

Melissa Sum, a bubbly 16-year-old, said, "This job challenge has raised my confidence level. It was hard at first but it gets easier with plenty of practice. I had a lot of fun today. My takeaways are to believe in myself, present with my heart and just be honest."

"I learned how to observe, approach and communicate with

customers, and the way to handle objections. I feel good about myself and I have gained a lot of valuable knowledge today," said Arvin, 16.

"After spending a day at our sales gallery, we believe the youths have gained some experience to prepare themselves for the next phase of their lives, be it further study or to join the workforce,"

managing director Datuk N.K. Tong.

"In line with our company's Core Purpose of 'Enriching Lives through Meaningful Engagement', we hope our engagement with the youths will make an impact in their lives and help to groom them to be responsible and confident individuals," he added.