



Professional Speakers and Trainers

# Training Seminars – Customer Service

## Achieving Customer Service Excellence

The primary emphasis of this customer-handling program is to help you increase revenues and profits through the development of highly collaborative working relationships with your customers. In order to achieve consistency in customer handling and the quality of the customer experience, the content of this workshop is complimentary to, and embraces the same philosophies as, the “High Impact Relationship-Based Selling” program. Specific content is designed to help sales representatives.

### ***Goals and Objectives***

- ◆ Gain insight on specific customer handling skills to enhance the customer experience
- ◆ Learn how to build long-term customer satisfaction and loyalty
- ◆ Develop more effective phone and face-to-face communication
- ◆ Discover how to defuse angry customers, analyze the problem, and provide appropriate issue resolution.

### ***How You Will Benefit***

- ◆ Understand the importance of excellent customer relationships, and their role in the cycle of exceptional customer care
- ◆ Gain knowledge of the psychology of customer behavior and how you are perceived by them
- ◆ Use the “trust builders” to develop instant rapport and cooperation
- ◆ Enhance communication skills to help handle customer issues more efficiently
- ◆ Increase ability to use professional phraseology and say the right things in the right way
- ◆ Effective customer management and control of interactions
- ◆ Develop and enhance “active listening” skills
- ◆ Determine customer expectations and validate their obligations and entitlements
- ◆ Respond to and effectively handle angry and emotional customers
- ◆ Say “no” while maintaining customer confidence
- ◆ Identify sales opportunities that arise during customer contacts

## **Leader:**

*Derrick Pick is the president of Delaine Consulting, Inc.; a training and consulting company specializing in helping their clients increase sales and improve their customer service. Derrick's career has spanned pharmaceutical research, purchasing, customer service, sales, and sales management. Since founding Delaine in 1987, he has worked with thousands of salespeople, customer service agents, and managers on a global basis. Delaine Consulting is headquartered in Toronto, Canada, with offices in Boston, Austin, and New York, and agencies in Asia and Latin America. A sampling of their clients include, among others; Hewlett-Packard, IBM, GE, AMD, Dell, Yamaha, Honeywell, Microsoft, and Bayer. Derrick has a Bachelors degree in Pharmacology, and a Masters degree in Biochemistry.*

**Length of Seminar:** ½ day or 1 day, depending on job function

**Transportation:** From Ontario, Canada

**Class size:** Minimum 10, maximum 50 participants

## **Customer Service and Customer Care**

Everyone should be concerned about focusing on the most important member of the business success, the customer. Some organizations have the art of excellent customer service fine-tuned; others are struggling to improve the process, while others remained uninformed, disconnected and apathetic. Superb customer service will lead to repeat business, new business and a healthier workplace.

### **Goals and Objectives**

- ◆ Find out what **is** a customer and how do we need to perceive them?
- ◆ Delineate the five criteria used to judge overall satisfaction
- ◆ Outline the cultural change toward success
- ◆ Recognize the “Paradox of Service”
- ◆ Evaluate how effective communication takes place in three main categories
- ◆ Discover the specific aspects related to customer service within your industry
- ◆ Learn how an organization increases satisfaction with their employees
- ◆ Learn how an organization decreases satisfaction with their employees
- ◆ Discern the four-fold approach to effective management
- ◆ Determine the three types of management motivation mind-sets and which one will become the turning point for your long-range business success
- ◆ Increase your knowledge of the common traits within a fully functioning team
- ◆ Learn how “Small changes will bring big rewards” just as “Excellence is the game of inches”; focusing in on your own “Contract for Change”

### **How You Will Benefit**

- ◆ Improvement in teamwork effectiveness
- ◆ Enable your organization to have higher customer retention and more new business
- ◆ Achieve better customer satisfaction
- ◆ Create a higher level of employee satisfaction
- ◆ Improve communication within your organization and with customers
- ◆ Gain more effective management skills

## ***Leader***

Mark Hood received his master's degree in psychology from the University of Missouri. He has been a professional speaker and trainer for 15 years, having conducted training courses all over the United States. Mark has also consulted with government, non-profit and private agencies on projects related to customer service, organizational change, and employee/employer morale. Mark has completed his third book, "Here It Is, There It Was, and So It Goes!" highlighting the issues concerning overall mental and physical health leading to a more fulfilled life.

***Length of Seminar: 2 to 4 hours***

***Transportation:*** From Topeka, Kansas

## **Moments of Truth – Repeat customers through outstanding customer service**

This seminar will show you how to *eliminate mediocrity* from customer service. It will also train you how to guarantee your customers' complete satisfaction and how to make your customers your best ambassadors. You will learn how to get your employees pumped up about service so they can make it happen even when you're not around.

### ***Goals and Objectives***

- ◆ Controlling first impressions
  - Managing the "Moments of Truth"
  - You never get a second chance....
  - The customer's biggest decision!
- ◆ Learning what the customer really wants
  - The four needs of a customer
  - Why some customers never return
  - What does outstanding customer service look like?
- ◆ Recognizing what role you play
  - Who's in charge?
  - "That's not MY problem"
  - You have three choices
- ◆ Head-on contact
  - The telephone can make or break your business!
  - Experience is not enough in Customer Service
  - Shut up and listen!

### ***How You Will Benefit***

- ◆ Learn why you have to make it happen through your team
- ◆ Be able to convert an angry customer into your best ambassador
- ◆ Find out how to "program" yourself and your employees

## ***Leader***

John Madden is a professional speaker, author, and training consultant. Educated in Dublin and London, he has lived and worked in Ireland, England, and the United States managing multiple hotels and restaurants. In the past eight years he has presented lectures and seminars for all industries and associations throughout this country and abroad. His topics include Customer Service, Creative Problem Solving, Coaching Skills for Managers, Time Management, Stress Management Through Humor, and Interpersonal Skills.

***Length of Seminar:*** 3 hours

***Transportation:*** From Wichita, Kansas