

Customer Service

During this new decade of service-oriented industry, a mastery of Customer Service can mean the difference between success and failure. The corporate trend of raising Customer Service is an art form, treating service as a product that needs to be learned inside and out, and marketing service to customers as vigorously as if it were a direct revenue producer. Unfortunately in many companies, the customer has become a low priority. When people are not treated according to their expectations, they take their business elsewhere. What's more, they usually relate their bad experiences to as many as ten other people. On the other hand, the rewards for exceeding customer expectations are plentiful. That's good news for businesses who strive to offer the ultimate in Customer Service.

The question then becomes not whether to improve your company's service standard, but how. Excellence in Customer Service pays off on the bottom line by dramatically influencing customer behavior through a dynamic, results-oriented process.

Key Areas:

- ◆ What Does the Customer Really Want
- ◆ What Does Customer Service Really Mean
- ◆ Your Role in the Company's Success
- ◆ Understanding Human Behavior
- ◆ The Power of Goal Setting
- ◆ Art of Satisfying Customers
- ◆ Being a Team Player
- ◆ Cultivating Customer Loyalty
- ◆ Effective Communications
- ◆ The Art of Listening
- ◆ Handling Complaints and Mastering Difficult Situations
- ◆ Developing a Positive Company Image
- ◆ Estimating Your Quality of Service
- ◆ Becoming an Excellent Service Provider

Customer Service

Audience

- Anyone directly involved in customer service or sales staff who want to broaden their knowledge of effective customer service concepts

Overview

- Develops personal self-esteem and hones inter-personal skills as the bedrock of quality customer service in the modern business environment

Topics

- What Does the Customer Really Want?, Cultivating Customer Loyalty, Mastering Difficult Situations, The Competitive Advantage and much more

Format

- A facilitated 5 session workshop with text, action plan, and audio enhancement in deluxe binder

Each program includes; text, action plan, and audio.

CUSTOMER SERVICE IMPLEMENTATION MANUAL CONTENTS:

SESSION 1 – Kickoff

SESSION 2 - Beyond Customer Service

SESSION 3 - The Power Of Goal Setting

SESSION 4 – Communications

SESSION 5 - Customer Service - The Competitive Advantage

SESSION 6 (Optional) - Customer Service Articles

Additional Training / Development Materials Available:

- Executive Leadership Development Program
- Leadership 20/20
- Sales Development Program
- Management Development Program
- Supervisory Development Program
- Time Strategies / Organizer
- Strategic Planning
- Strategic Thinking and Business Planning
- Customer Service Program
- Facilitation manuals available for all of these programs.

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