

# Winning Through Customer Service - New Edition

While winning customers may be hard, keeping them is even harder. So what do customers really want? They want quick response, instant information, and solutions to their problems. They want exceptional customer service.

No organization can afford to lose customers because of poor service, but many do. Customers remember how they've been treated and spread the news. Studies show that they are likely never to buy from you again, even if you have exactly what they are looking for. When customers are pleased, they're likely to spend more on your product or service and will call again. When customer service representatives understand their role in this, they will keep customers coming back.

## Impact

**Managers and team leaders will be able to:**

**Demonstrate** professionalism on the job while building a proactive, problem-solving culture.

**Use** essential communication skills in dealings with customers.

**Recognize** characteristics of human behavioral style and opportunities to adapt to their personal style.

**Identify** and utilize a structured process/model for conducting customer service transactions.

**Master** strategies for dealing appropriately with difficult customer situations.

## Who In Your Organization Will Benefit?

- Sales and service representatives.
- Service managers.
- Anyone who has internal and external customer contact.

## What makes Winning Through Customer Service-New Edition So Different?

This program was developed to do what the title suggests: Win more business through excellent customer service. This sales and service program utilizes a variety of interactive training methods to target the skills, behaviors, and attitudes that have the greatest impact on understanding the customer and providing solutions. This unique approach allows you to customize your customer service training with both classroom and Internet-based training options. We show you how by giving you the instructions you need to "bridge" the mix. In addition, the program includes the identification of essential behavioral/communication styles that will help your representatives understand their customers' individual styles and needs.

## Description

This workshop trains your sales and service personnel to present a professional image and to communicate effectively in everyday customer service transactions, as well as in difficult situations. The skills taught address the major concerns identified by over fifty organizations within the service industry and over 10 years of product field research. At the heart of this program, is a step-by-step process for conducting a customer service transaction.

## Course Format Flexibility

The program is a core 1 1/2-day program that can also be delivered in a condensed one-day version, or in three 1/2-day sessions to accommodate your busy training schedules. The program further incorporates the use of the Vital-Online Customer Service courses Delivering Customer Focused Service and Dealing with Difficult Customers as pre work or post-work, allowing you to focus more in class time on customer-specific role plays and group discussions. An optional feature shows you

how to incorporate behavior/communication style surveys to reinforce the communication portion of the program.



**Also included:**

- *Video vignettes that follow an interesting storyline of customer transactions through the following environments: manufacturing, transportation, call center, and hotel/convention center.*
- *Video of real-life customer service representatives addressing today's significant issues. Industries represented are retail, transportation, hospitality, banking, and call center.*
- *Role-plays.*
- *Skill development and transfer exercises.*
- *Group discussions.*

**Winning Through Customer Service-New Edition** is designed to be administered by one of your trainers or line managers, or by a Vital Learning trainer. Typically, Vital Learning conducts an initial train-the trainer (options for on-site or by telephone) session to familiarize and certify your trainers on this program and the techniques of facilitation. Since there are many options built-into this program, Vital Learning is available to answer any questions you may have on how to implement or customize the course in a way that is right for your specific needs.

## Course Materials

**The administrative kit includes:**

- *Administrator's Guide that provides information necessary to administer the course with agendas and instructions for the version you choose, whether it be 1-day, 1 1/2-days, or three 1/2-day sessions.*
- *Slides and PowerPoint diskette.*
- *Customer Service Transaction (CST) Model Wall Chart.*
- *Videocassette- Real-life customer service representatives and video vignettes.*
- *"Bridge" instructions to combine the classroom and Internet versions.*
- *Complimentary Administrative Vital-Online password for 60-days to explore Delivering Customer Focused Service and Dealing with Difficult Customers.*
- *Instructions for using the optional behavioral/communication style surveys.*

**Participant Materials include:**

- *Workbook containing information to be learned and exercises to reinforce and transfer that learning.*
- *Skill point card (includes CST on one side and the four behavioral/communication styles on the other side).*
- *Optional Internet Access Guide.*

## Course Content

**Module 1: Your Role as a Professional**

Identifies characteristics associated with a professional image and examines actions which will improve each person's professional image.

**Module 2: The Essential Communication Skills**

Reviews the essential communication skills required for customer service: listening/observing, questioning, verifying, explaining, and assessing behaviors.

**Module 3: The Customer Service Transaction**

Introduces a step-by-step procedure for conducting a customer service transaction.

- Phase One: Establish a professional relationship.
- Phase Two: Identify how to help the customer.
- Phase Three: Provide the required assistance.
- Phase Four: Complete the transaction and follow up.

**Module 4: Dealing With Difficult Customer Situations**

Examines how communication skills and customer service transaction procedures are incorporated and applied when dealing with difficult customer situations.