



THE SERVICE ADVANTAGE™

A Comprehensive Customer Service Skills Workshop

No matter what service or product a company offers, the basis of that company is interacting with, selling to, and communicating with people. One of the most exciting and sometimes frustrating of these people is the heart of any business - the customer. It is the treatment of these customers that separates the excellent companies from the mediocre ones.

The purpose of 'The Service Advantage' is to have the participants identify and strengthen the skills and work tools they have to establish excellent customer relationships and build greater customer loyalty. This course is one day in length and is composed of eight basic modules and includes the following learning objectives:

- Represent, through attitude and actions, the company as friendly, professional and caring
- Improve efficiency while maintaining positive customer interactions
- Be more productive when dealing with different types of customers
- Improve ability to reduce stress and increase levels of job satisfaction.

The following is a detailed description of each module:

PROGRAM DETAILS

Module 1: **Creating A Foundation for Service Excellence**

Most employees, when asked what their job is, will describe the things they do during the day: answer the telephone, handle problems, take orders, etc. These items that they believe to be their job are, in fact, the functions of their job. The essence of their job is serving the customer. This module is designed to have the participants distinguish between the functions of their job and the essence of their job. This distinction is the basis of excellent customer relations. Specific learning objectives include:

- Understand what a service attitude is and how it forms the foundation of service excellence
- More specifically define what is meant by service and its essential elements
- Clarify and understand ten 'key' customer needs
- Learn how to 'say no' when necessary, with service

Module 2: Redefining The Customer

Staff who have little or no customer contact - but provide support to co-workers and other departments - play a critical role in the organization's ability to provide consistently excellent service. The course participants will broaden their perspective as to who their customers are and the overall role they play in both internal and external customer satisfaction. Specific learning objectives include:

- Understand the customer chain and the role each individual plays
- Clarify and define specific internal and external customers groups
- Broaden definition of a customer to include 'internal' co-worker

Module 3: Creating Rapport

The focus of this module is to have the participants discover the interpersonal tools and techniques available to help them translate their commitment to customer service into specific actions. The techniques and practices covered in this module will help the participants improve their rapport building skills with customers face to face, on the phone and via e-mail. Specific learning objectives include:

- Understanding the relationship between attitude and actions
- Learn six essential body language rapport builders
- Learn three essential telephone rapport builders
- Learn the 'G.R.E.A.T.' method for composing e-mails to create maximum rapport and clarity
- Understand how key interpersonal skills such as pacing, mirroring and sensory language impact the customer experience.

Module 4: Taking the Service Initiative

While satisfying the customer's expectations is obviously of paramount importance, the leading companies of this decade will be going one step further by 'delighting' their customers by taking more initiative. It is service initiative that distinguishes good service providers from excellent service providers. Building upon the previous modules, the participants will learn how to provide their customers with initiative. Specific learning objectives include:

- Understanding the two different types of initiative - goodwill and recovery
- Learn when to take recovery initiative
- Learn three specific steps of recovery initiative
- Understand the power of goodwill initiative and how it can win a customer for life
- Clarify the impact of lost customers and retained customers on the business.

Module 5: Dealing With Difficult Customers

This module focuses on helping the participants to respond appropriately to a wide variety of customer emotions and attitudes. Upon completion of this course the participants will be able to implement principles and tools to effectively deal with

customers who are angry, frustrated, or confused, as well as reduce the stress and dissatisfaction often associated with managing the difficult customer. Specific learning objectives include:

- Define what a 'negative filter' is and how it impacts communication
- How to identify when listening to customers through a negative filter
- Understanding how negative filters impact personal stress levels
- Learn a specific technique for switching from a negative filter to a service filter
- Learn a six-step process for dealing with difficult customers
- Learn how to express empathy appropriately and comfortably

Module 6: Understanding Working Styles

This module provides the starting point for developing strategies that can help every staff member work more effectively with their co-workers and customers. Participants will discover the strengths and weaknesses of their individual working styles and how they affect those with whom they interact. By recognizing, respecting, and understanding these style differences, staff will be able to find ways to communicate and solve problems with others more effectively. Specific learning objectives include:

- Clarify the four basic 'working styles'
- Understand the strengths, weaknesses and key behaviors of each style
- Identify personal working style and identify several co-worker styles
- Learn a specific technique for profiling customer styles
- Learn how to implement 'style stepping' for maximizing effectiveness with different customer and co-worker styles

This program can be delivered in the following formats:

One-day, half-day, keynote speech, or Webinar.

Methods

The methods used during this course include:

- Facilitation style imparting of information
- Individual and group role playing exercises
- Written exercises
- Course workbook for on-the-job practice

Biographies

Karen Leland and Keith Bailey are the founders of Sterling Consulting Group, Inc. and the bestselling authors of six books that have sold over 300,000 copies worldwide. Their

most recent book is Time Management In An Instant: 60 Ways to Make the Most of Your Day.

Over the past twenty-five years they have worked throughout the United States, Europe, Asia and South America with a diverse list of Fortune 500 companies in such industries as Banking, Transportation, Retail and Telecommunications. Among others their clients include: Arco, Bank of America, Avis Rental Car, Johnson & Johnson, Oracle, Microsoft, Apple, Sprint and Xerox.

They are sought after speakers who provide both motivation and practical hands on information in their presentations. They have spoken for such groups as Young Presidents Organization, The Society of Association Executives, The Society of Consumer Affairs and the Direct Marketing Association among others.

Because of their extensive experience and expertise they have been featured in dozens of magazines and newspapers including: The New York Times, Newsweek and Time. They also have extensive on-air experience and have been interviewed by The Today Show, CNN, Good Morning America, Fox News and The Oprah Winfrey Show.

Kaylyn Lehmann is a senior associate with Sterling Consulting Group and has consulted with companies on a wide variety of topics including: Managing Change, Conflict Resolution, Sales, and Train the Trainer.

After attending the University of North Texas and majoring in Applied Arts & Sciences, her career began at Outback Steakhouse as a training coordinator. Over the next eight years, she oversaw the opening of 29 restaurants and the training of over 5,000 employees.

Kaylyn specializes in employee retention and customer loyalty. She held the title of Vice-President of Guests for Not Your Average Joe's; a Boston based Restaurant Company, when they won the prestigious "Hot Concept" award from the National Restaurant Association.

As a consultant and trainer, she has worked with executives, managers, and front-line staff from AT&T, United Airlines, IBM, Johnson & Johnson's OrthoBiotech, Dupont and the Federal Aviation Administration among others.

For more information on the Time Literacy In A Wired World workshop, keynote or Webinar, please contact Karen Leland or Keith Bailey at Sterling Consulting Group (415-331-5200), info@scgtraining.com or www.scgtraining.com

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