

Centre for Achievement

Red Carpet Customer Service

Participants will learn best practice customer service skills they can implement immediately to create powerful customer relationships and give your business the competitive edge.

Who should attend:

Managers
Business Owners
Customer service staff
Sales staff
Call centre staff
Anyone who deals with customers
Anyone wanting to hone or refresh their existing skills



Seminar Outcomes

- CREATE** a superior customer service culture
- UNDERSTAND** the key to building rapport
- EFFECTIVELY** address common customer complaints
- DIFFUSE** an angry or difficult customer
- STRATEGIES** to always delight the customer
- LEARN** the importance of 'power phrases' and when to use them
- UNDERSTAND** and develop powerful communication
- EFFECTIVE** phone and email communication
- TECHNIQUES** to remain calm and stress free
- CREATE** life long advocates of your business

This program can be delivered in-house and tailored to your specific requirements and timetable.

Your Next Step

Want to know more? Contact us today for a confidential discussion.

Phone: 03 9440 7788.

Email: admin@centreforachievement.com

Program Content

CUSTOMERS: YOUR BUSINESS GOLDMINE

- What is excellent customer service?
- Understand the value of exceptional customer service
- Bad customer service experiences – the true cost
- The 4 categories of dissatisfied customers
- Working with external and internal customers
- Meet your customer's basic needs
- The keys to identifying what your customers really want

THE WOW FACTOR

- The lifetime value of a customer
- Maximizing each 'moment of truth'
- First impressions matter: steps to creating a positive first impression
- Adding the WOW factor to customer service
- Over promising and under delivering
- The 'feel good' factor
- The do's and don'ts of using your customer's name
- What message are you sending your customers?

THE POWER OF PERSONALITY

- Identify your behavioral profile
- Customer personalities: one size does not fit all
- Using personalities to deliver a more positive customer experience
- Behavior style modification: the key to building rapport
- Tailoring your communication to the customer's personality type
- Your 'can do' attitude
- Personalities and going the extra mile

EFFECTIVE COMMUNICATION

- Understanding the power of words, tone, and body language
- Mastering the art of clear communication
- The importance of active listening
- 6 proven strategies for handling over-talkative people
- Customer service phrases to banish for ever

- Power words and phrases that build the relationship
- When the answer must be "no" – how not to damage the customer relationship

ADDRESSING PROBLEMS AND COMPLAINTS

- What's the real reason customers complain?
- Damage control and building a positive reputation
- What unhappy customers want from you
- 12 steps for converting customers that complain into lifelong advocates of your business
- Honouring company guarantees
- Explaining company policies
- Yikes! I'm wanted by several customers at once!

WHEN THE TELEPHONE RINGS

- The do's and don'ts of powerful telephone communication
- Courteousness, care and consideration and telephone etiquette
- Diplomatically get needed information from telephone callers
- Magic phrases
- The value of your smile
- Dealing with language barriers
- Communication with email

THE DIFFICULT CUSTOMER AND HOW TO HANDLE THEM

- The customer is always right? Wrong!
- Diffusing a difficult or angry customer encounter
- Handling rude and abusive customer behaviour
- "A" is for assertiveness
- Controlling one's emotions when dealing with difficult customers
- Don't take complaints personally
- Repairing damaged customer relationships

PUTTING IT ALL TOGETHER: YOUR ACTION PLAN