



FEELINGS- Mastering the Art of Customer Service

Workshop Objectives

- Increase sales and profits.
- Increase customer count and customer base.
- Increase repeat business and expenditure by customers.
- Increase positive word-of-mouth advertising.
- Reduce customer complaints.
- Build customer loyalty and employee teamwork.
- Reduce employee turnover.
- Improve attitude, morale, and communication of employees.
- Improve your image in the marketplace.
- Reinforce your customer service philosophy.

What You Will Learn

- How customers decide where they'll do business.
- How body language conveys one's attitude.
- How to do their job better.
- How every person in the company is important.
- How to develop self-discipline and self-esteem.
- How to make the customer feel important.
- How to use the telephone more effectively.
- How to listen more effectively to customers.
- How to identify and satisfy customer expectations.
- How and when to make promises to customers.
- How to handle special problems, concerns, and complaints.
- Understand how attitudes are transmitted to others.
- Conduct a participants' inventory of present customer attitudes and practices.
- Develop familiarity with positive and negative communication in customer relationships.

communication in customer relationships.

- Learn how to examine our daily need for positive feedback.
- Learn how to test your grasp of positive and negative communication and how to spot it.
- Understand other forms of communication - Zero, Crooked, Plastic, and Hostile.
- Identify the consequences of communicating in a negative manner with customers.
- Learn why a positive self-image is essential to providing good quality service.
- Learn the "how-to" approach to communicate with customers.
- Practice vital telephone techniques.
- Master the art of listening to your customers.
- Learn how to ask good questions.
- Develop familiarity with the "how-to's" of performing for customers and co-workers.
- Review ways of learning for the benefit of others.
- Know when to make promises.
- Avoid the danger of "too much knowledge."
- Identify and overcome barriers to positive communication.
- Deal successfully with "problem" or "complaining" customers and co-workers.
- Understand the importance of service recovery and how to be empowered.
- Develop familiarity with positive and negative communication in customer relationships.