

# The Essentials of Excellent Customer Service

*Forget one-shot deals—turn your clients into  
lifetime customers*

## **Who Will Benefit From This Seminar ...**

Customer service representatives, public contact people, customer service and sales managers, sales professionals, business owners, general managers—anyone in your organization who needs to know how to turn customer satisfaction into bottom-line results.

**D**id you know that more than 90 percent of customers who are unhappy with the service they receive will never buy from you again. Worse yet, research reveals that more than 95 percent of unhappy customers never even tell you they were displeased with the treatment they received—so you don't get a second chance to correct your mistakes.

Don't wait until your company has lost customers to begin making customer service a priority. When you schedule this valuable on-site seminar for your organization, your employees will learn practical, hands-on techniques for living out quality customer service *every day*. After all, achieving customer service excellence is an ongoing process that requires ongoing commitment.

Whether your employees deal with customers face to face or on the telephone, SkillPath's team of experts will custom-tailor a workshop that meets your organization's specific customer service situation—and your employees will begin benefiting immediately from the latest (and best) customer service techniques.

## **On-Site Seminar Objectives**

Consider just a few of the practical customer service techniques you'll learn:

- How to evaluate whether your company has “customer friendly” policies, and how to measure customers' satisfaction with your company's service
- How to handle the five most common customer complaints
- How to handle angry customers with diplomacy and tact, how to keep from being intimidated by rude, abrasive customers and how to turn *unhappy* customers into *repeat* customers
- How to master the subtle communication techniques that make the difference between a positive customer relationship and a tense one, including specific words and phrases to use and which ones to avoid
- How to project a professional, friendly image both in face-to-face customer service situations and on the telephone
- How to work as part of a customer *team*—serving the internal customer in order to better serve the external customer

Let SkillPath's on-site experts share techniques for getting and keeping satisfied customers. Call 1-800-767-7545 today.

*An overview of*  
**The Essentials of Excellent Customer Service**

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**Building customer rapport and good will**

- Which “people skills” make a difference for customer service and public contact pros
- How to make every customer feel important
- How to use words that trigger positive, good feelings
- What customers really want—the 3 ingredients for making customers happy
- How to determine if your company has “customer friendly” policies and procedures
- How to measure your customers’ level of satisfaction with your service
- How to use a customer’s name—and how to avoid overdoing it
- What words and actions signal a “ready to help” attitude that makes customers feel good

**Handling problems and complaints**

- How to spot opportunities for turning complaining customers into lifetime customers
- Recognizing the root sources of most misunderstandings and customer conflicts
- How to explain company policy in a way that won’t put customers on the defensive
- How to repair a damaged customer relationship
- The 5 principal reasons customers complain and how to handle each one
- What to do when you’re about to “blow up” at a customer
- How to say “no” when you have to without arousing resentment

**How to communicate with customers**

- What specific words and phrases make customers trust and like you
- How to avoid the words that trigger negative, unhappy reactions
- How to get the information you need from telephone callers without offending the caller
- How to avoid the 9 most common listening mistakes people make on the telephone
- How to handle overly talkative customers without hurting their feelings
- How to deal with customers who aren’t fluent in English
- *How* you say it is just as important as *what* you say—how to hear yourself as others hear you

**Dealing with difficult customers**

- How to deal with unhappy, irrational, angry and upset customers
- How to keep from being intimidated by overbearing customers
- What to do when you feel yourself becoming angry with a customer
- What to do when a customer questions your authority
- How to deal with ultra-difficult customers
- How to deal with personal verbal attacks
- What to do when you’re confronted with someone who’s rude and abusive

**Projecting a professional image**

- How to keep yourself energized, motivated and positive
- How to evaluate your telephone image—is it serving you?
- How to make an immediate good first impression
- How to sound polished, positive and professional on the telephone
- How to look good and sound wonderful even when you feel awful
- How to make your voice sound as friendly as a smile

**How to be a customer service superstar**

- How to be a catalyst for building teamwork, cooperation and support with your associates
- How to work well with the other departments in your company
- How to increase sales and profitability through good customer service
- What customer service people need most from their managers
- How to handle it when several customers want your attention at the same time
- How to wind up every customer transaction on a positive note