

Individual | Co-op Training & Development Offerings

Customer Service (1 Day)

Employees are on the front lines and meet customer needs every day. What is it about your business that makes it different from all of your competitors? There is one lasting, powerful, inexpensive advantage that world-class companies are passionate about: achieving exceptional customer service.

This one-day interactive workshop focuses on providing all employees with skills needed to build **win-win** relationships with more customers all of the time.

INTENDED AUDIENCE

Individuals, supervisors and managers who want to develop strategies to better understand and serve their customers.

DURATION

1 day

WHAT PARTICIPANTS WILL LEARN

As a result of participating in this workshop, participants will be able to:

- State the value of each customer and the cost of losing a customer
- Appreciate the importance of having good technical expertise (product and services knowledge) as well as people skills in order to exceed customer expectations
- Understand how people are different and how to successfully adapt the approach used with each person for more successful interactions
- Value effective customer service for your organization.
- Take a customer-focused approach; on the phone and face-to-face with each customer and prospective customer by:
 - Building rapport with each customer and prospect
 - Using effective questions to better identify customer needs
 - Remaining calm and in control in problematic or high stress situations
 - Handling customer complaints in a manner that strengthens customer loyalty
 - Building good business relationships with all people who deal with your business

TO REGISTER

To register for this program e-mail BDTraining@landolakes.com or call 1-800-328-1341.

QUESTIONS

Contact your Business Development Manager.

AGENDA FOR CUSTOMER SERVICE

A.M. My Worst Customer Service Experience

Purpose/Process/Payoff

Value of Customer

Customer "Turn Offs" and "Turn Ons"

My Exceeding Customer Expectations
Job Description

P.M. E = Exercise Interpersonal Flexibility

X = X-Ray Questions To Understand
Customer Wants

C = Commit To Suggesting Solutions

E = Execute To Build Trust

E = Enlist and Keep Customers

D = Display Calm When Handling Complaints

Review