



INCREASE YOUR BUSINESS AT WORKSHOP 6

"EXCELLENCE IN CUSTOMER SERVICE "

The Programme consists of 5 x 3 hour sessions and is aimed at Companies **WHO WANT THEIR CUSTOMERS TO EXPERIENCE EXCELLENT SERVICE IN EXCESS OF THEIR EXPECTATIONS**, including the vital areas of:

Session 1

- **Attitude Surveys**
- **Your work environment - challenges/positives**
- **How important is your role - other personnel?**
- **Belief in your product and yourself**

Session 2

- **The Voice - what and how you say things the image you portray/developing your style**
- **Identifying your own and others personality styles tone/speed/words**
- **Defusing situations/developing new clients - adapting your style to theirs**
- **Overcoming objections**
- **Open/closed question techniques**

Session 3

- **Whose job is it - examples from all levels**
- **The T.E.A.M.**
- **"Lost at sea"**
- **Blame Culture**
- **Trust/Responsibility/Accountability**
- **Understanding different management levels - influencers/decision makers**

Session 4

- **Customer Base - where are we now (Numbers/business split/t/o etc) - 80/20**
- **Client Grading - Do we? Should we? How?**
- **New Clients/ Lost Clients**
- **What can't be measured?**
- **Satisfaction Surveys**
- **What do we want to know**
- **How do we find that out**
- **W.I.I.F.M. (what's in it for me - the customer)**

2 week gap for implementation

Session 5

Reprise, feedback and discussion of Sessions 1 - 4

We suggest that 3-hour sessions are held once per month thereafter, (managed internally or externally) to ensure the new procedures, approach and attitude are embedded and to give staff an opportunity for further input.

These sessions should be used to review and discuss performance against "Key Performance Indicators" (KPIs).

What do you want to achieve today?

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