



## Strategic Customer Care Training

18 hours

### **“What Do Customers Really Want?”**

Is there a greater challenge within any company or organization than working on the frontlines and dealing one-on-one with customers daily? Much hinges on this critical role – from building strong relationships, to uncovering their ongoing needs, to establish loyalty. In this session, we’ll take a close look at customer expectations, and then examine how to meet those expectations. The “Customer Service Triangle examines the relationship between the frontline representative, the customer and the company. We’ll also explore what makes up a customer-focused culture.

### **“Developing Professional Communication”**

A customer service provider must be a professional communicator. Every customer and prospect is different, and our ability to quickly establish a relationship based on trust is essential to solving their problems, developing long-term customers - *beyond* the product or service. Having the skills to lower barriers between people, asking questions and really listening for the meaning behind their concerns, all serve to create win-win solutions and build trust – which is far more powerful than any other aspect of client interaction.

### **“Boosting Your Comfort Zone”**

In this session, we’ll examine the concept of “comfort zones” – where they come from, and how we break free of them to try new things and grow, both personally and professionally. This session helps us understand the human dynamics of recognizing our strengths and areas for improvement, in order to build stronger self-esteem and courage.

### **“Setting Expectations & Control”**

We’ve all experienced the anxiety of having a conversation with a customer deteriorate into an aimless rant...Or hung up the phone from a conversation and asked yourself: “I wonder what should happen next?” In dealing with customers, we need to set the expectations for the purpose of each conversation: what needs to happen, who is responsible for what, a timeline for when it should happen and the anticipated outcomes. We’ll explore a simple methodology that puts you in control of a conversation, lays out expectations on both sides, and is a comfortable way to ensure everyone involved is on the same page.

## **“Building Relationships”**

Typically, people are more comfortable interacting with people who are like themselves. In this session, we'll examine various communication styles, in order to improve understanding and communication with both internal and external customers. Using the DISC behavioral profile, we start by examining four communications quadrants, and our own preferences. We will learn the differences of the four styles, how to quickly identify a person's dominant style, and the basis of communicating with each one. Once identified, we can modify our styles to match our customers, in the interest of facilitating optimum communication.

## **“Crafting Questions”**

The ability to craft and ask compelling questions is one of the great skills necessary in achieving outstanding customer service. Much of a customer service representative's or inside salesperson's day is spent answering other people's questions. Well-crafted questions can cut through “smoke and mirrors,” help clarify customers' thinking, and arrive at more productive solutions. Asking potent and probing questions puts you in control of most difficult situations.

## **“Up-Selling & Cross-Selling”**

Most customer service providers understand that part of their job entails interfacing with both prospective customers and existing clients in a sales capacity. It may make them feel uncomfortable, yet a major part of their job depends on their ability to help other people with their ideas and services. Prospects and customers alike depend on us to bring new information, new ideas, problem solve and add value to our products by helping them make good buying decisions.

## **“Telephone & Email Communication”**

More than ever, technology is becoming the norm for doing business. One thing remains constant: customers are unique individuals who want to be treated with courtesy and respect – whether it's in person, on the telephone or by email. Voice mails and the Internet cannot replace the one-on-one, direct communication that connects us to our customers and builds trust and rapport. We can, however, use them more effectively to avoid disconnects between ourselves and the customer. In this session we'll review how the telephone and email can help ensure our communication skills are building the relationships we value.

## **“Understanding Customer Behavior”**

Sometimes, our customers hit us with a response that sounds completely unnatural or out of character for them. But understanding our customers is central to helping them with their problems. Part of a deeper understanding involves awareness of the source of the language and tonality they're using. To be a business person on the frontline, we need a slight edge to better connect with people. The study of transactional analysis and how it adapts to the business world gives us that slight edge.

## **“Dealing With Difficult People”**

No matter where SNAFUS happen within a company, customer service providers often are the frontlines for dealing with angry, upset or difficult people. It's part of the job but, for many frontline people, it's a stressful part of their day. It can also lead to burnout unless there is an established, step-by-step process in place to deal with difficult situations. This session will look at difficult people: What makes them difficult? Why do we often feel uncomfortable with these situations? How can we resolve conflict without escalating it, and fix both the problem and the upset customer while maintaining our own confidence and self-esteem?

## **“Customer Development”**

More and more, customer service providers are being asked to proactively search out new business. The challenges customer service providers face in doing so are not unusual. They may be reluctant, or even resist, engaging prospects because they lack the confidence or the know-how. In this session, we'll look at attitudes regarding sales and the selling process. We'll also examine some ways to develop “sales antennae” that will help us recognize business opportunities.

## **“Formula for Success”**

Each person's definition of success in life may be very different. However, there are certain basic truths in *customer service* that, if adhered to, can take you to the next level of success in the performance of your job and your career. We'll discuss eleven (11) key elements that make up our Formula for Success. In customer service, success comes if we *FOCUS ON THEM!*

### **The Professional Development Institute**

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