



Customer Service Workshop

Each and every one of us serves customers, whether we realize it or not. Maybe you're on the front lines of a company, serving the people who buy your products. Perhaps you're an accountant, serving the employees by producing their pay checks and keeping the company running. Or maybe you're a company owner, serving your staff and your customers.

The Customer Service workshop will look at all types of customers and how we can serve them better and improve ourselves in the process. Your participants will be provided a strong skillset including in-person and over the phone techniques, dealing with difficult customers, and generating return business.

Workshop Objectives:

- State what customer service means in relation to all your customers, both internal and external
- Recognize how your attitude affects customer service
- Identify your customers' needs
- Use outstanding customer service to generate return business
- Build good will through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal with difficult customers

For more information or to reserve your spot in this workshop, please contact:

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Module One: Getting Started

Workshop Objectives

Module Two: Who We Are and What We Do

Who Are Customers?

What Is Customer Service?

Who Are Customer Service Providers?

Module Three: Establishing Your Attitude

Appearance Counts!

The Power of a Smile

Staying Energized

Staying Positive

Module Four: Identifying and Addressing Customer Needs

Understanding the Customer's Situation

Staying Outside the Box

Meeting Basic Needs

Going the Extra Mile

Module Five: Generating Return Business

Following Up

Addressing Complaints

Turning Difficult Customers Around

Module Six: In-Person Customer Service

Dealing with At-Your-Desk Requests

The Advantages and Disadvantages of In-Person Customer Service

Using Body Language to Your Advantage

Module Seven: Giving Customer Service over the Phone

The Advantages and Disadvantages of Telephone Communication

Telephone Etiquette

Tips and Tricks

Module Eight: Providing Electronic Customer Service

The Advantages and Disadvantages of Electronic Communication

Understanding Netiquette

Tips and Tricks

Eliminate Electronic Ping Pong

Module Nine: Recovering Difficult Customers

De-Escalating Anger

Establishing Common Ground

Setting Your Limits

Managing Your Own Emotions

Module Ten: Understanding When to Escalate

Dealing with Vulgarity

Coping with Insults

Dealing with Legal and Physical Threats

Module Eleven: Ten Things You Can Do to WOW Customers Every Time

Ten Tips

Module Twelve: Wrapping Up

Words from the Wise