



## Wow 'Em with Customer Service

**Wow 'Em with Customer Service** focuses on becoming a powerful, "customer-driven" organization. Clients demand more than ever before and expect consistent, quality service. Winning in business today is accomplished by *exceeding* customer expectations, not merely meeting them. Superiority in customer relations is the coordination of doing many things right on a daily basis. This program brings these actions to the forefront, and examines the most important aspect of any job, delivering exceptional customer service.

**Wow 'Em with Customer Service** discusses the importance of the most critical customer measurement ~ people. Most customers believe the manner in which situations are handled ~ the attitudes of the people they come in contact with ~ are often times more important than the product or service they've purchased. How well sales and service teams handle these contacts ~ face-to-face, on the telephone, and through written correspondence ~ will be the deciding factor of long-term business relationships and continued success in the future.

### Key Topics

- ★ 5 Ps of Customer Measurement
- ★ Addressing Client Complaints with Ease
- ★ Projecting a Professional Image
- ★ Going the Extra Mile for Results
- ★ Uncovering Creative Options for Cooperation, Understanding & Agreement
- ★ Effective Listening Skills
- ★ Tips to Reducing Credits

**Wow 'Em with Customer Service** addresses the basics with ready-to-use helpful tips for successful client contacts. Participants examine internal and external customers, steps to addressing complaints, valuable ways to reduce credits, and appropriate phone etiquette. The art of listening, understanding and appropriately responding to lower customer resistance are also stressed. Participants will hone their skills through a variety of group activities.

**Wow 'Em with Customer Service** invigorates participants to begin providing superior service immediately, and increases their enthusiasm to implement even the smallest of actions to win over *all* customers.

### Program Benefits

- ★ Reduces stress for customers and salespeople.
- ★ Increases client loyalty.
- ★ Improves motivation and sales success.