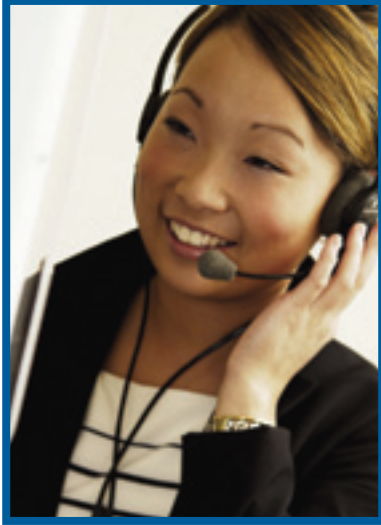


# SUPERIOR CUSTOMER SERVICE



*You will increase your ability to  
deliver excellent customer service  
even in the most difficult situations!*

Customer service increases profit, however it is more than just a handshake or a smile. Learn what customer service is and how to produce superior customer service! Handling angry customers, telephone savvy, communication skills, managing multiple demands, and improving customer service are just some of the topics addressed in this powerful training event! Call today to schedule this dynamic program for your organization!

## Training Goals:

- ❖ **Understand** what superior customer service is and why it is important.
- ❖ **Apply** five techniques to maintain a positive attitude even when dealing with negative customers.
- ❖ **Learn** five listening techniques that build rapport and good-will with your customers.
- ❖ **Discover** how to handle the frustration of high customer interaction.
- ❖ **Identify** the three keys to building a strong customer service team.
- ❖ **Learn** the feel ... felt ... found ... technique illustrated, practiced, and perfected.
- ❖ **Learn** how to stay calm, cool, and collected when your customers are hot and bothered.
- ❖ **Understand** how your attitude impacts your customer.
- ❖ **Apply** seven great strategies that will elevate you to superior customer service.
- ❖ **Identify** the six keys to effective telephone customer satisfaction.
- ❖ **Discover** how to make a great first impression with the SOFTEN technique.
- ❖ **Learn** how to turn an angry customer into a happy customer.

Course Version: 1/2 Day  
or 1 Day

Recommended  
Class Size: 15-20  
or Lg Group Conf

Materials: Manual  
Reinforcement Cards

Assessments: None

Certification: Yes

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*"Lots of seminars say what to do – very few tell one how to do it like yours!"*

– Mary Alice Caffarel  
H&K  
Special Venues Manager

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