

# THE CUSTOMER IS FIRST

## External & Internal Customer Service



*This program will increase morale, improve communication, reduce conflict, and help you achieve superior customer service!*

*The Customer is First* is a powerful program that provides the skills and tools necessary to improve internal and external customer service. The program has modules, each packed with practical tools, techniques, and object lessons to bring home the message to each participant. The manual will be customized to meet your needs. We guarantee an improvement in internal and external customer service.

### Training Goals:

- ❖ **Discover** how to improve your company morale by positive attitude development.
- ❖ **Improve** communication skills to increase cooperation between departments.
- ❖ **Apply** ten tips to maintaining a positive attitude.
- ❖ **Increase** telephone skills in the eight most important areas.
- ❖ **Learn** the EPI technique of giving criticism and the 4A formula on receiving criticism.
- ❖ **Identify** your social style and improve your relationship with your supervisor and co-workers.
- ❖ **Understand** and practice active listening in order to respond to questions, objections, and statements.
- ❖ **Build** respect for cultural diversity by identifying the behavioral tendencies of each culture.
- ❖ **Practice** the LACK technique in managing personal conflict.
- ❖ **Handle** the difficult customer with ten proven techniques.
- ❖ **Exceed** customer expectations by evaluating customer expectations and implementing systems to improve current customer service.
- ❖ **Develop** a culture that takes responsibility for customer service.

Course Version:	1/2 Day 1 Day or 2 Day
Recommended Class Size:	15–20 or Lg Group Conf
Materials:	Manual Reinforcement Cards
Assessments:	Extended DISC®
Certification:	Yes

