

Winning with Service

*Business
Issue*

To retain customers not only do you need to deliver results, but you must also deliver a positive work experience. The customer relationship goes far beyond landing the sale – the daily interactions your service and internal groups have with the customer are critical to building and keeping the relationship strong. This requires a consistent approach to providing outstanding customer service – an approach to ensure customer needs are met and that every interaction produces a win-win outcome

*Advance
Consulting
Solution*

Advance Consulting's **Winning with Service Workshop** is designed to enable participants to become confident and successful in all interactions with customers, team members, and management. The skills learned provide participants with the ability to partner with others in all situations no matter how difficult.

Specific Objectives:

- Understand and state what high-quality customer service means to their clients.
- Focus on ways to reduce/eliminate barriers to providing good customer service.
- Broadening customer's perspective through Expertise Statements.
- Understand your customer's personality, body language, opinion/frame of reference, and task approach so you can improve your interactions with them.
- Manage client interactions for win-win outcomes.

*Program
Content*

Module One: Elements of Customer Service (RATER). Participants discuss the elements of customer service and how these elements apply to their business situations. They participate in an exercise that identifies the barriers to providing outstanding customer service as well as ways to eliminate these barriers.

Module Two: Who are your clients? - A significant step to providing outstanding service requires participants to know and understand their clients. In this module participants identify their clients, learn the PLOT observation tool (Personality, Language, Opinion/Frame of Reference, Task Approach) for developing positive personal working relationships and practice responding to client requests.

Module Three: Influencing Customers– A model (Expertise Statements) for getting your expertise used and influencing customers to think broader is presented. Participants learn how to focus their responses for the customer on what is important and what is relevant to the situation.

Module Four: Managing Client Interactions - A model for interacting with all customers at any point in time. Key concepts include: determine your goal; questioning to understand the customer's opinion and frame of reference; peel the onion with value based questions; re-evaluate your goal if needed and respond based on what you have learned using Expertise Statements.



Winning with Service *(continued)*

Target Audience	This workshop is ideal for anyone with a client-facing role either in-person or over the telephone for example, call centers, customer support etc. This workshop will also help participants who need to improve their communication skills internally with their team members and management.
Program Delivery	The Workshop is one day and can be followed with specific team building workshops and/or additional training in using <u>The Consultative Approach</u> . It is best suited to an approximate ratio of 15 participants to 1 facilitator.
Learning System Approach	<p>During this workshop, participants engage in dynamic discussions and job-specific application activities, using real-life examples and receive feedback through facilitator and peer coaching. They focus on their individual situations during the workshop, spending over 75% of course time on interactive and experiential activities.</p> <p>Our team will work with you through the readiness, implementation and reinforcement. Our goal is to ensure that the skills and tools learned are applied and integrated with your methodology and processes to achieve your business results.</p>
Business Results	<p>The results are both intrinsic and extrinsic:</p> <p><i>Attitudinal Results:</i></p> <ul style="list-style-type: none">◆ Improved understanding of customer service◆ Improved ability to eliminate barriers to providing excellent service◆ Increased confidence◆ Willingness to face customer challenges◆ Professional and consistent approach with all customers <p><i>Behavioral Results:</i></p> <ul style="list-style-type: none">◆ Improved customer relationships◆ Improved ability to articulate experience and influence customers◆ Increased customer satisfaction◆ Better equipped to apply a collaborative problem-solving process◆ Increased levels of trust and commitment with customers

Advance Consulting is a professional development firm that specializes in helping people build powerful, influential partnerships with internal and external clients. Our mission is to increase productivity, customer satisfaction and overall profitability. Through state-of-the-art consulting services and workshops offered throughout the U.S. and internationally, we teach professional and technical experts the behaviors and practices that enable them to work as consultants and trusted business partners.

For more information, please contact Advance Consulting at 831.372.9444, email advanceinfo@advanceconsulting.com, or visit us on the web at www.advanceconsulting.com



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