

# Delivering Excellent Customer Service

**Prerequisites:** None  
**Schedule:** One-Day Session

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### Foundation For Customer Service

- What is customer service?
- Recent change in the marketplace
- What are customers demanding more of? Less of?
- Seven sins of service
- Identify external and internal customers
- Positive Memorable Customer Experiences
- Core Service and Customer Service
- Four things customers want

### Communication

- Effective listening
- Verbal/non-verbal communication
- Barriers to service
- Four caring responses

### Defusing Skills

- Accommodate and lead to business

- Reflective listening
- Selective agreement
- Enhancing your credibility and persuasion powers

### Guidelines for Communicating in Difficult Situations

- Questioning techniques
- Responding to objections
- Vocabulary for compatibility
- Model for behavior

### Telephone Tips for Customer Service

- Telephone courtesy is good business

### Steps to Achieving Extraordinary Customer Service

### Putting It All Together

This seminar/workshop is a must for anyone who has contact with customers. The program deals with practical discussion on techniques for handling customer questions and complaints while projecting a professional, positive image of your company. Participants will sharpen and master customer service skills during this program through lecture, interaction, practice and review.