



This integrated customer service training program transforms your employees' outlook on serving customers. No more **reluctant** customer service, instead:

Employees will WANT to deliver the BEST customer service!

This is the first customer service training I've ever had that was about ME!

Wish class had been longer–Need more time!

I can easily point out the employees who have had this training–and those who haven't!

It works! The training works!

Positive Power™ Customer Service participants

Ordinary customer service reps focus on ***doing things right*** to keep their jobs.

The **extraordinary** Customer Service **ACES**, who complete our **Positive Power™** Customer Service series, focus on ***doing the right things*** to serve the customer.

Providing excellent customer service truly is the most cost-effective way for a business to increase productivity and customer satisfaction and to distinguish itself from competitors.

When employees lack skills in customer service and communication, it costs organizations in many ways.

Sadly, most customer service training programs essentially point a finger at the customer service associate and say ***Just Do It! You should do this, this and this for our external and internal customers, for the organization's sake and to keep your job.***

These typical training approaches **NEGLECT** to address the question each customer service associate wants answered: ***What's in this for me?***

This unique program allows participants to assess where they are, to see what they can do to make their work environment better, and to discover that providing excellent customer service can be easy—even **FUN**. It inspires your customer service employees to **WANT** to do more!

Throughout the program they learn and practice the attitude and thinking skills, communication skills, people skills and problem-solving skills that customer service work requires. Some of the skills taught are components of what is known as ***emotional intelligence***.

Organizations may choose which workshops in the series they want to offer employees, based on their goals and the needs that we can help you to identify. Wizard Workforce Development customizes each workshop accordingly, taking into consideration all of the participants who will be involved. Reaching each individual through a fun, interactive, practical approach is important to the success of each program, and is what Wizard is known for.

Unleashing the Communication Potential of Individuals and Organizations.™

- ◆ **The Power of a Winning Attitude**
- ◆ **The Power of Customer Care**
- ◆ **The Power of Positive Communication**
- ◆ **The Power of Telephone Excellence**
- ◆ **The Power of Investigative Listening**
- ◆ **The Power of Speaking Professionally**
- ◆ **The Power of Problem-Solving**
- ◆ **The Power to Deal with Challenging Customers**

Each program:

- ◆ Offers unique, proprietary content.
- ◆ Can be delivered in a time frame ranging from 3 to 6 hours.
- ◆ Is content-rich, interactive and entertaining.
- ◆ Can be tailored for virtually any association, industry, small business or organization.
- ◆ Will benefit anyone who deals with internal or external customers.

Supplemental services and additional workshops:

The Undercover Customer™ – By posing as a customer or client, we can identify customer service deficits, weaknesses and strengths. We can check any avenues of customer contact you would like examined.

Assessments for employees and managers identify skills, interests, strengths and whether or not an individual will thrive in a particular position.

Other Workshop Options Include:

- ◆ **The Power of Continuous Customer Service Excellence (testing and goal-setting)**
- ◆ **The Power of Building Long-Term Customer Relationships**
- ◆ **The Power of Managing Stress**
- ◆ **The Power to Lead a Customer Service Team (training, coaching and positive management for maximum performance)**

Unleashing the Communication Potential of Individuals and Organizations.™

The Power of a Winning Attitude

How can anyone who deals with customers remain positive, enthusiastic and energized? Why should they bother? In this workshop, participants discover the secrets to creating enthusiasm and energy and how this can transform their work, and even their personal lives. For those who work in environments where morale is low and negativity is high—even if it is with internal customers—the skills that produce a winning attitude can still be applied effectively. Topics include: using the power of primary focus; employing patience, empathy and courtesy and thinking about serving customers in a whole new way!

Participants will learn to:

- ◆ Identify their individual strengths and apply them when serving customers.
- ◆ Target and begin to overcome individual weaknesses that stand in the way of customer service excellence.
- ◆ Boost the morale of co-workers.
- ◆ Create enthusiasm on demand.
- ◆ Enhance service to customers through applying the NEW golden rule.
- ◆ Become more proactive as they overcome reactive habits.
- ◆ Develop the characteristics of self-motivated individuals who demonstrate a winning attitude.

The Power of Customer Care

Building customer loyalty is the key to competitiveness. It also determines the effectiveness of public sector organizations. It is vital that customer service associates know the answers to: ***What do customers want and why do customers behave the way they do?*** Through an eye-opening, independent assignment, participants are able to evaluate the elements of excellent, good, fair and poor customer service.

Participants will learn to:

- ◆ Identify the many “hats” a customer service ace wears.
- ◆ Recognize what customers really want.
- ◆ Appreciate the rewards of providing top-notch, personalized service.
- ◆ Visualize what customers are really looking for.
- ◆ Demonstrate interest in the customer, without feeling it first.
- ◆ Understand the value of customer complaints and the importance of how mistakes are handled.

Master the moment with the customer through targeted communication. Respond with diplomacy and tact to every customer's communication style. Participants learn to *think on their feet* to remain in control of customer communication.

Participants will learn to:

- ◆ Demonstrate a positive attitude to customers through simple changes in words and phrases.
- ◆ Employ patience and empathy when dealing with customers.
- ◆ Develop increased skill in targeting questions to achieve desired results.
- ◆ Convey courtesy to customers.
- ◆ Use the tools of diplomacy—*the art of letting someone have YOUR way*.
- ◆ Begin to build a *tool kit* of communication tools, including **Positive Power™ Lines**.
- ◆ Demonstrate increased confidence to customers.

The Power of Telephone Excellence

Professional telephone behavior is a crucial skill for anyone who has phone contact with customers—either internal or external. It is far too easy to communicate sarcasm and rudeness over the phone, even when it is unintentional.

Participants will learn to:

- ◆ Take control of every call—while applying the power of courtesy.
- ◆ Develop an effective voice mail message to transform it into a positive link to your organization.
- ◆ Establish rapport quickly and make every caller feel important.
- ◆ Put callers on hold and transfer them in such a positive way they'll say *thank you*.
- ◆ Improve vocal qualities to sound more poised and professional.
- ◆ Handle foreign accents, long-winded callers, and speed-talkers.
- ◆ Say “no” with a positive spin, to avoid customer resentment.
- ◆ Employ a simple greeting to warm up every call.
- ◆ End calls with a consistently positive closing.

The Power of Investigative Listening

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Learn to employ the skills of an investigative listener to get correct information the first time. *Speed-reading* customers is challenging, but necessary. Customer service employees must watch and listen for key cues and not just respond to the words customers say. The skill of investigative listening helps employees get to the heart of each issue more quickly, more effectively and more positively.

Participants will learn to:

- ◆ Demonstrate empathy through positive listening skills.
- ◆ Reflect what the customer says by using the mirroring technique.
- ◆ Employ focused concentration—even when it's been a long day.
- ◆ Clarify information with the confused customer.
- ◆ Avoid assuming what the customer wants, while quickly determining customers' needs.
- ◆ Pose targeted questions to gather information from callers, without putting them on the defensive.

The Power of Speaking Professionally

The essentials of professional communication, appropriate grammar and enunciation, are easily forgotten. However, every word counts when communicating with customers. Customers judge individuals and organizations in part, based on the speech habits of employees. The basics of grammar and enunciation are easily learned once an employee gains awareness of careless habits.

Participants will learn to:

- ◆ Recognize the problems associated with incorrect speech.
- ◆ Identify their professional pitfalls in grammar and enunciation.
- ◆ Practice their speaking skills with an individualized program for improvement.
- ◆ Overcome confusion about basic grammar rules.
- ◆ Develop an ear for professional speech.

The Power of Problem-Solving

Serving customers effectively often requires solving problems. Overcoming the natural tendency to make assumptions or to view the customer as the problem, requires focusing on the issues the customer raises and generating options for them. Successful problem-solvers build rapport with customers and prevent or defuse customer anger.

Participants will learn to:

- ◆ Evaluate their customer service problem-solving skills.
- ◆ Master the steps to customer service problem-solving.
- ◆ Apply the elements of effective problem-solving to achieve clarity and understanding in communication with customers.
- ◆ Move from emotion-based reactions to outcome-focused thinking.
- ◆ Examine strategies to increase their resourcefulness, resilience and flexibility.

The Power to Deal with Challenging Customers

The frustration that can come from an inability to handle irate customers causes job inertia and stress for many customer service associates. In fact, it leads to high levels of turnover in customer service jobs. Participants practice, through role-play exercises, ways to handle anger as well as proven strategies to prevent angry customers.

Participants will learn to:

- ◆ Recognize what anger is and the various ways in which it is expressed.
- ◆ Identify common traps and pitfalls to avoid in heated encounters.
- ◆ Prevent angry customers by using specific verbal strategies.
- ◆ Avoid becoming angry—even when verbally attacked.
- ◆ Use **Positive Power™** Lines to defuse a variety of tense, angry, or emotionally-charged situations.
- ◆ Deal with aggressive individuals, without feeling belittled or intimidated.
- ◆ Follow eight steps to defuse irate callers and “phone rage.”
- ◆ Handle other communication challenges, including fast-talkers, foreign accents and long-winded customers.

Other Workshop Options Include:

The Power of Continuous Customer Service Excellence (testing, goal-setting and wrap-up)

The Power of Building Long-Term Customer Relationships

The Power of Managing Stress

The Power to Lead a Customer Service Team (training, coaching and positive management for maximum performance)