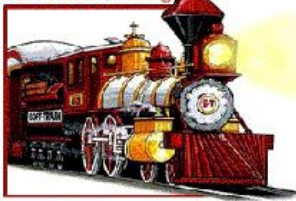


Soft-Train



*At Soft-Train
Technology Works*

Customer Service (2 Days) ST00013

COURSE GOAL: To provide practical and applicable Customer Service skills.

PREREQUISITES: None.

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Put Your Best Face Forward
- Effectively Communicate
- Build Better Relationships
- Make All Client Interaction Positive
- Master Challenging Situations

KEY TOPICS:

I. Putting Your Best Face Forward

- A. Taking Your First Steps: The Basics
- B. First Impressions Matter
- C. Courtesy Counts
- D. Attitude is Everything
- E. Doing the Right Thing: Ethical Issues

II. Tossing the Ball Back and Forth: Effective Communication

- A. Saying What You Mean and Meaning What You Say
- B. What You Don't Say: Nonverbal Communication
- C. Putting Words Together: Grammar Usage
- D. Asking the Correct Questions and Answering the Questions Correctly
- E. When the Customer Says No
- F. Listening Actively

III. Jumping in with Both Feet: Relationship Building

- A. Establishing Rapport
- B. Interacting Positively with Customers
- C. Identifying Customers' Needs
- D. Making the Customer Feel Valued
- E. Maintaining Ongoing Relationships
- F. Different Strokes: Handling Different Types of Customers

IV. Putting Your Customers First

- A. Seeing Eye to Eye: Face-to-Face Contacts
- B. Saying Hello: Greeting the Customer

- C. Between Hello and Goodbye: Helping the Customer
- D. Saying Goodbye: ending the Interaction

- G. Take Responsibility for Your Actions
- H. Set Goals for Yourself
- I. Be a Good Listener

V. Saying It with a Smile: Telephone Contacts

- A. Putting Your Best Ear Forward
- B. Saying Hello: The Opener
- C. Between Hello and Goodbye: Helping the Customer
- D. Saying Goodbye: The Closer

VI. Looking Before You Leap: E-Customer Contacts

- A. What Does the E-Customer Expect?
- B. Hanging the Open Sign: Being Accessible
- C. Writing What You Mean: E-mail Communication
- D. Speaking Around the World: Cross-Cultural Etiquette

VII. Calming the Storm: Difficult Customer Contacts

- A. What Is Going on: Determine the Reason
- B. What Caused It: Identify the Root Cause of the Problem
- C. What Can I Do: Rectify the Situation
- D. What Can I Say: Restore the Relationship
- E. What Needs to Be Done: Fix What Needs to Be Fixed

VIII. Putting It All Together

- A. Hitting the Ground Running: Ready, Set, Go
- B. The Basics
- C. Effective Communication
- D. Relationship Building
- E. Difficult Customer Contact
- F. Being the Best You Can Be: The Total Package