

# ExecuTrain Workshop Outline

## Business Skills for the Customer Support Professional

4 Days



### Description

This is a four-day workshop that covers customer service, working with unhappy customers, exceeding customers' expectations, telephone sales, prospecting, reaching decision makers, telephone presentations, handling objections, and closing sales, along with effective customer communication skills, conflict resolution, and time management.

### Objectives

Upon successful completion of this course, students will be able to:

- ✓ apply basic customer service skills.
- ✓ use active listening skills.
- ✓ use telephone skills.
- ✓ work with unhappy customers.
- ✓ exceed customers' expectations.
- ✓ use telephone skills.
- ✓ make a telephone presentation.
- ✓ handle and overcome objections.
- ✓ close sales.
- ✓ describe the communication process.
- ✓ identify factors that influence communication.
- ✓ use communication tools.
- ✓ manage and resolve conflict.
- ✓ allocate time.
- ✓ prioritize time.
- ✓ analyze, plan, and schedule time.
- ✓ avoid procrastination.
- ✓ manage interruptions and information flow.
- ✓ use time management tools.

### Outline

#### ***Introduction to Customer Service***

#### **The Basics of Customer Service**

- The Costs of Poor Customer Service
- Who is the Customer?
  - External Customers
  - Internal Customers
- Managing Customer Expectations
  - The Importance of Expectations
  - Influencing Customer Satisfaction
  - Changing Your Focus
- Projecting a Positive Attitude
  - Where Does Attitude Come From?
  - Who Pays Your Salary?
  - Who Do You Like?
  - Why Do You Have a Job?
  - The Positive Attitude Test
- Documenting Customer Concerns
  - Embrace the Complaint
  - Resolving, Tracking, and Assessing Concerns
- Working as a Team

- Understanding the Process
- Being a Team Player
- Communicating with Others

#### **Listening Skills**

- Introducing Listening Skills
- Examining Your Listening Skills
- Active Listening
- Re-examining Your Listening Skills
- Empathetic Listening

- Using Questions
- The Role of Silence
- Interpreting Responses
- Recognizing Individual Sensory Modes

#### **Making a Connection: Telephone Skills**

- Making a Good First Impression
  - Understanding the Importance of the First Meeting
  - Using Your Seven Seconds
  - The Basics of Making a Good Impression
- Identifying Callers' Requests
- Finding Hidden Messages
- Gathering Information

- Taking Messages
  - Using Your Message Taking Checklist
  - Could I Speak with Mr. Bolo, Please?
  - He Is at His Shrink's
  - He'll Be Back in a Bit
  - May I Take a Message?
  - Taking a Message Accurately
- Placing Calls on Hold
  - Asking for Permission Instead of Forgiveness
  - Do Not Ask and Ignore the Answer
  - Why Am I Holding?
  - Timing Is Everything
  - Thank You for Holding
- Transferring Calls
  - Explaining Why You Are Transferring the Caller
  - Naming Your Replacement
  - Asking for Permission
  - Is Anybody There?
  - Sharing What You Know
- Leaving Voice Mail Messages
  - Outgoing Does Not Mean Clever
  - Rambling
  - Replying to Voice Mail Messages
  - Leaving Messages for Customers on Their Voice Mail

### ***Managing Customer Expectations***

#### **Working with Unhappy Customers**

- Resolving Complaints
  - Please Complain to Me!
  - Do Not Say You Are Sorry
  - Empathizing for Profit
  - The Fix Is In
  - Encouraging Feedback
  - Using Your Skills
- Converting Complainers to Loyal Customers
  - You Want Complainers as Customers
  - Making It Happen
- Handling Angry and Difficult Customers
  - Understanding Behavior and Your Role
  - Winners and Losers
  - The Key to Resolving Conflicts
  - Maintaining Your Composure
  - Calming Customers
- Building Trust with Customers

#### **Exceeding Customers' Expectations**

- Determining What Your Customer Wants
  - Why You Need to Know What Your Customers Want
  - What Do Your Customers Want?
- Maintaining Flexibility
  - Flexibility Is Custom Services and Products
  - Integrating Flexibility
  - Flexible from the Beginning
  - Be as Flexible as the Customer
  - Overdelivering in the Wrong Area
- Developing Partnerships
  - Owning Problems
  - Partnering Means Asking
  - What Else Can This Thing Do?

- Partnering with an Interest
- Encouraging Customer Feedback
- The New Coke Lesson
- Opportunities for Feedback
- What Happened to All the Customers?

### ***Communicating with Your Customers***

#### **Understanding the Communication Process**

- The Goal of Effective Communication
- The Importance of Effective Communication
- How Communication Works
  - The Process
  - Communication Networks
  - Eliminating Barriers
- Recognizing Individual Sensory Modes

#### **Understanding Influencing Factors**

- Identifying Influencing Factors
- Minimizing Assumptions and Preconceptions
- Minimizing Prejudices
- Understanding the Situation or Environment

#### **Using Communication Tools**

- Understanding Delivery Methods
- Selecting Words
- Using Tone and Sincerity
- Using Body Language
- Selecting the Correct Channel

#### **Managing and Resolving Conflict**

- Understanding Conflict
  - Types of Conflict
  - Stages of Conflict
- Identifying Factors That Promote Conflict
  - Poor Communication
  - Low Associate Morale
  - Individual Associate Concerns
  - Environmental Stresses
  - Diversity Issues
- Using Constructive Ways to Manage Conflict
  - Responding vs. Reacting
  - Separating People from Problems
  - Coping Strategies
  - Conflict Handling Intentions
  - Negotiation and Bargaining
  - Personal Inventory: Conflict Management Style
- Applying Conflict Management Tools
  - Tips for Controlling Emotions
  - Defenses Against Verbal Attacks
  - Handling Routine Hassles
  - Dealing with Anger and Aggression
  - Managing Intense Personality Types

### ***Time Management***

#### **Examining How You Currently Allocate Your Time**

- Your Week at a Glance
- Identifying Individual Time Wasters
  - Common Time Wasters
  - Time Wasters or Long-Term Investments?
- Some Useful Techniques for Managing Interaction

## **Prioritizing Your Time**

- Deciding What Your Priorities Should Be –  
And Why
- Begin with Your Job Description
- Open the Time Window
- Putting Your Money Where Your Time Is
- What Have You Learned?
- Making the Match

## **Analyzing, Planning, and Scheduling Your Time**

- Common Analysis and Planning Techniques

## **Avoiding Procrastination**

- Recognizing the Results of Procrastination
- Common Strategies to Avoid Procrastinating

## **Managing Interruptions and Information Flow**

- Organizing Your Environment
- Handling Mail and Memos
- Handling E-Mail
- Handling Interruptions
  - Putting Your Phone on Voice Mail
  - Set Expectations
  - Close the Door
  - State the Consequences of Interruptions
- Handling Meetings

## **Using Time Management Tools**

- Introduction to Time Management Tools
- "Sensing" Time
- Planning and Scheduling Strategy
  - Monthly Planning and Scheduling
  - Weekly Planning and Scheduling

## **Daily Planning and Scheduling**