



# Customer Service Skills

## Course Description

With so much competition in today's global economy, providing exceptional customer service is no longer an option: it's a necessity. When you treat your customers exceptionally well, your customers will become an influential marketing tool for your business. Our customer service workshop will provide you with the skills you need to handle a variety of situations and increase your productivity, efficiency, and effectiveness.

## Outcomes:

- Understand customer needs and wants to deliver value and secure their engagement
- Use skillful communication strategies to challenge into cooperative customers
- Use scripts and tools to overcome objections and difficulty
- Deliver the exceptional service on the phone as in person

## Module 1: Cultivate Engaged Customer Relationships

### What Customers Wants & Why They Leave

- Value & WOW the Customer
- Why They Leave
- Positive Memorable Guest Experience Model

### Customer Assessment

- Needs vs. Wants
- Customer Engagement

### Effective Listening & Questioning

- Listening & the Appearance of Listening
- Questioning
- 4 Kinds of Questions

## Module 2: Support Challenging Customers in Person and on the Phone

### Deal with Challenging Customers

- Turn Challenge into Cooperation
- Competitive vs. Collaborative Language
- Feel, Felt, Found: Overcoming Objections
- ASAP Script for Challenging Customers

### Customer Service on the Phone

- Differences: Phone vs. In-person
- Telephone Voice
- Greetings & Personalized Service
- Remembering Names
- Closing
- Ten Commandments of Service