

Training
Coaching
Consulting
Assessments



We go beyond the typical “one size fits all” training event

We offer a customized approach that drives results providing ROI for your training investment

Maximum Performance Customer Service Workshops

Advanced Communication Strategies
Driving Satisfaction and Loyalty

Creating Selling Opportunities
Providing value and solutions to grow customers

Behavioral Flexibility
Adapting to others to create win/win relationships

Emotional Intelligence
Building higher levels of collaboration and productivity



Customer Service: Advanced Communication Strategies

Driving Satisfaction and Loyalty

Workshop Overview

Enhancing the customer's experience through advanced communication is what makes the difference between; keeping and losing customers and making a profit or losing market share. In today's competitive business climate, service is what gives your company a competitive edge. This interactive workshop will give front-line service providers the communication skills to deliver that edge.

Pre-workshop consultation with client to gather information for customization and to confirm training session objectives

Topics include

- The value of service and how it impacts the bottom-line
- Characteristics of the "ideal" customer contact person
- Identifying the service cycle touch points and "Moments of Truth"
- Customer irritators and how to avoid them
- Five qualities customers prefer for building rapport and long-term relationships
- Projecting professionalism – verbal communication techniques to improve interactions and sound your best
- Eliminating destructive and unprofessional word choices
- Moving from passive to assertive communication style for improved customer interactions
- Handling upset and irate customers
- Active listening over the phone
- Case Study application and Post Training Reinforcement



Customer Service: Behavioral Flexibility

Adapting to others to create win/win relationships

Workshop Overview

This interactive workshop is designed to help customer contact personnel recognize different customer personality styles and adjust their approach for improved communication and customer satisfaction.

Participants complete a pre-workshop assessment that evaluates their customer service strengths, points out areas that may need improvement and offers specific ideas on how to interact with different types of customers. The information in the report can be applied immediately on the job to deliver superior customer service.

Pre-workshop consultation with client to gather information for customization and to confirm training session objectives

Topics include

- What is DISC?
- The “New Golden Rule”
- Interpreting your assessment and understanding your own behavior and communication style
- Recognizing the behavior and communication style of your customers
- Flexibility strategies for handling the most common customer styles
- How to adapt and blend your style to build rapport and deliver exceptional customer experiences
- Three principles of influence
- Case Study application and Post Training Reinforcement



Customer Service: Creating Selling Opportunities

Providing value and solutions to grow customers

Workshop Overview

Successful companies all have a common characteristic: A Strong Sales Culture. Every individual in the organization, not just sales, is actively involved in driving sales success.

This fast-paced interactive workshop will help customer service and inside sales associates transition from a “service only” approach to becoming more effective and more comfortable at creating sales with customers.

Pre-workshop consultation with client to gather information for customization and to confirm training session objectives

Topics include

- Shift your perceptions about selling – Transitioning to a sales identity –
- Recognizing upsell opportunities
- Six upsell methods that offer value to customers
- Understanding how the customer benefits when you upsell
- How to reframe an incoming call into a sales opportunity
- How to use bridge phrases followed by an upsell question
- Presenting offers to customers – FAB Presentation method
- Handling objections, negotiating and closing the sale
- Case Study application and Post Training Reinforcement



Customer Service: Emotional Intelligence

Building higher levels of collaboration and productivity

Workshop Overview

There is a direct connection between Emotional Intelligence and superior customer service. When your staff is better equipped to understand their own emotions, they can more effectively manage their interactions with customers leading to positive results. This interactive workshop will give your team the skills and knowledge to better understand your customers and meet their needs.

As part of the workshop, each participant will receive their own Emotional Quotient (EQ) assessment report. This report features measurements for the five dimensions of emotional intelligence comparing them to the national mean. This allows for a clear understanding of their individual strengths along with specific tips on how they can improve.

Pre-workshop consultation with client to gather information for customization and to confirm training session objectives

Topics include

- Understanding the importance of Emotional Intelligence and how it impacts customer satisfaction and teamwork
- Utilize the EQ assessment report to understand your own emotional intelligence proficiency
- Build your emotional intelligence expertise for each of the five Emotional Intelligence competencies: self-awareness, self-regulation, motivation, empathy and social skills
- Case Study application and Post Training Reinforcement

“Salespeople and customer service agents who have undergone Emotional Intelligence training **develop more accounts, have higher sales, deliver stronger customer service and realize **better customer retention.**”** - Consortium for Research on Emotional Intelligence in Organizations