



7

ELEMENTS

WORLD CLASS
CUSTOMER SERVICE

Presented by Dave Oakes Seminars



What Will I learn?

The Vital Role of All Customer-Contact Personnel

You are familiar with your organization as an insider, but your customers judge you by their contacts and your upfront operations.

- Learn to see how your customers see you.
- Handling the inherent frustrations of heavy customer contact.
- Making vital choices with each customer contact.



What Will I learn?

How to Use Teamwork as a Powerful Force

The very best customer service personnel cannot be effective without internal support. By promoting team-building techniques, you can reduce stress, increase staff satisfaction and offer your customers the highest level of service.

- How to get support of managers, co-workers and staff.
- Improve cooperation between departments.



What Will I learn?

Smart Techniques for Effective Communication

What you said may not have been what the customer heard. The best intentions can be misconstrued through poor communication skills. Learn guidelines to communicate your message clearly, avoid misinterpretation and project a positive image of your organization.

- How to avoid misunderstandings.
- How to make a winning first impression.
- Building good rapport with customers and associates.
- Easy techniques for crystal-clear positive communications.



What Will I learn?

Master the Art of Listening

Are you hearing your customer clearly? Listening is not a passive activity, but a skill that requires concentration and practice. You'll learn how to really hear what your customers are saying.

- 12 poor listening habits and how to avoid them.
- How listening can surmount a tense situation.



What Will I learn?

Building Goodwill and Trust

Every customer places trust in the people and organizations with whom they do business. You'll learn how to win your customers' trust and build loyalty for a long-term, satisfying relationship.

- How and why to make customers feel important.
- The power of using names, with 5 easy tips to remember them.
- How to express appreciation.
- Effective techniques for building customer loyalty.



What Will I learn?

Winning Telephone Techniques

Often, the only connection with a valuable customer is the telephone. You'll learn how to combat the depersonalization of phone communications and be as effective on the phone as you would be face-to-face.

- How to avoid making a bad telephone impression.
- 6 easy to improve your over-the-phone persona.
- 3 simple rules for answering other people's phones.
- Effective handling of rude or abusive callers.



What Will I learn?

How to Deal with Complaints and Angry Customers

An otherwise positive day can be destroyed by a single difficult customer. worse, the difficult customer can break your concentration, raise your stress level, and rob you of your effectiveness with other customers. You'll learn how to deal with the difficult while maintaining your professionalism and sanity.

- How to keep from getting upset and unraveled.
- The right way to say "no."
- How to keep your cool in the toughest situations.



**CONTACT US TODAY TO
SCHEDULE YOUR
ON-SITE TRAINING!**

Dave@DaveOakesSeminars.com
843-290-2459