

LEGENDARY CUSTOMER SERVICE PROGRAM

Offered as a Two-Day In-Person Program or Virtually, Online in Modules

It is seven times harder to get a new customer than to keep an existing one.

Leading companies create a customer service culture that creates retention, word-of-mouth referrals and repeat business.

KEY AREAS OF CONTENT

What is Legendary Customer Service?

- Understand the importance of serving your customers as a top priority
- Creating a culture of customer service from the front line to the executive suite

Attitude, Consistency and Teamwork

- Key fundamentals to deliver legendary customer service
- How you think about your customer is how you will treat them
- Everyone is the face of the company and impacts the customer experience
- Developing the courage to do what is right

Handling Customers Concerns & Objections

- Understand what a customer objection really is and how to deal with them confidently
- Learn a five step method to deal with customer concerns

Dealing with Different Behavior Styles

- People aren't difficult - they are just different.
- Learn to identify and effectively communicate with people of different styles to better meet their concerns and gain their trust.

How to Improve Customer Service

- What are the top three actions you can take to improve - and maintain customer service?
- Learn the top service attributes of importance to customers and how to address them.
- Gain the strategies to communicate with comfort and confidence with your customers.

The Importance of After Sales Support & Service

- Understand the importance of managing customer expectations
- Creating ongoing trust and confidence by assuring your customers of what you know and what you can do to help them.
- Keeping the customer service drive alive in your organization.