

## **Customer Service Company Training Proposal**

### **Description**

This highly interactive training workshop provides a toolbox of skills for effectively and efficiently handling all types of customer interactions. Participants will learn customer service skills to help improve their performance and present a professional, knowledgeable image that reflects well on your company. At the program's conclusion, you should be able to:

- Describe exceptional customer service.
- Identify the benefits of great customer service.
- Recognize barriers to the delivery of outstanding customer service.
- Adapt to specific customer behavior styles.
- Demonstrate how to measure customer-satisfaction levels and take corrective action if needed.
- Describe techniques for dealing with angry or upset customers.
- Develop a personal action plan to improve customer-service skills.

### **Course Outline – Developing Outstanding Customer Skills**

#### **Myers-Briggs Personality Assessment**

- The MBTI instrument, meaning of “preferences”
- MBTI definitions, with self-assessment
- Individual results and verification
- Experiential activities

#### **Customer Service Excellence – How To Deliver Exceptional Customer Service**

- Focus on Customer Service Success
- Benefits of Great Customer Service
- Effective Communication & Listening Skills

#### **Managing Customer Expectations by Personality Style**

- Understand Yourself and Your Own Personality Style
- Understand and Identify the Personality Style of Others
- Avoid Taking Things Personally
- Expand Your Communication Skills to Get Along Easily with More Customers

#### **The Good, the Bad, and the Ugly: Dealing with Difficult Customers**

- Recognize and Respond Effectively to Specific Customer Behaviors
- Understand the Physiology of Anger
- Listen to an Angry Customer So That They Calm Down

- Turn an Angry Customer into a Happy Repeat Customer
- Remain Calm During Interactions with Angry Customers
- Stress Management Techniques

#### **Tools of the Trade: Vocabulary, Telephone, and E-mail**

- Appreciate the Power of Words
- Avoid Creating Negative Impressions with Words
- Use Persuasive Language Patterns
- Stand Out on the Telephone
- Write an E-mail effectively that Customers Will Read and Understand
- Company Standard Greeting

#### **Length**

- 12 hours of instructor-led training

#### **Enrollment**

- Minimum 10 employees

#### **Cost**

- \$200 per employee
- Registration includes *Myers-Briggs Type Indicator*<sup>®</sup> (*MBTI*<sup>®</sup>) personality inventory and profile report and all other materials used in class

#### **Dates**

TBA

#### **Training Site**

Class may be held at company site or at CVCC

#### **Contact**

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