

# CUSTOMER SERVICE EXCELLENCE: HOW TO WIN AND KEEP CUSTOMERS

Providing better, faster service will keep your customers back. Quality service will give you the competitive advantage you need to survive in a tough business climate. In today's customer-oriented business environment, people skills are critical for personal and organizational success. How you handle your customers can directly affect your individual goals as well as your team's and company's performance. This seminar gives you the skills you need to enhance customer relationships and secure an overall competitive advantage.

## HOW WILL YOU BENEFIT

- Deliver better, faster service and increase customer satisfaction
- Learn how to gain and maintain repeat business
- Know what customers expect
- Manage stressful situations more effectively
- Recognize the signal of customer irritation-and how to quickly find a workable solution to your customer's problem

## WHAT YOU WILL COVER

- The benefits of excellent service
- Focusing on customer service success
- How customer service creates revenue
- Why customer satisfaction is based on perceptions
- Focusing on customers' top two expectations to save time and reduce stress
- Managing customer expectation
- Dealing with difficult customers
- Responding effectively to specific customer behaviors

## WHO SHOULD ATTEND

Customer service representatives, technical and support personnel, field service representative, account managers, credit and billing specialists, small-business owners-as well as managers who want to reinforce their skills and train their staffs.

