



Keep your customers *wanting* to choose YOU... Train your team to deliver excellence in every Customer Experience!

PEOPLE Skills

Unit 1: Creating an Atmosphere and Mindset of Excellence: Customer Experience, Perceptions, and Expectations

Unit 2: Communicating and Relaying Customer Respect: Engaging & Valuing Diverse Personalities

Unit 3: Creating a Culture of Service: Core Values in Action

Unit 4: Creating Customer Connection: Understanding Generational Needs and Cultural Cues

Unit 5: Hands-On Scenarios: Applying Generational and Cultural Cues in Your Organization

Unit 6: Emotions and Triggers: Understanding Customer Reactions and Managing Your Responses

Unit 7: Verbal Responsibility: What You Say and How You Say It: Customer Conversations, Difficult Customers, Word Choice

Unit 8: Hands-On Scenarios: Verbal Responsibility: Frustrations, Situations, Real Conversations



WHAT ARE CUSTOMERS SAYING?

"Exactly what we were looking for and more! We were able to better understand what triggers different personality types to react in certain ways. We gained several valuable communication tools and had fun doing it!"

- Melinda S., Insurance Firm



WHAT ARE CUSTOMERS SAYING?

"Skillfully able to make the training:

- *Relevant to what we do on a day-to-day basis*
- *Just the right mix of information, feedback, and activities*
- *Helped team members identify key concepts and 'take away' messages."*

- Jim H., Technical Call Center

PHONE Skills

Unit 1: Preparing a Customer-Centric Phone Environment: Communication, Tools, Perception, and Expectations

Unit 2: It's About You: Voice Awareness: Tempo, Tone, and Perceived Attitude

Unit 3: It's About Your Customer: Greetings, Transfers, Messages, Closings

Unit 4: Call Technique & Word Choice: Keeping the Call on Time and On Target; Responding to Difficult Customers

Unit 5: Keeping the Customer Care Going: Tips to Keep You Energized and Avoiding Burnout

WRITING Skills

Unit 1: Writing with Credibility: Everything You Write Creates a Picture of You and Your Organization!

Units 2a & 2b: Writing with Clarity: Common Mistakes in Grammar, Punctuation, and Word Confusion

Unit 3: Writing Effective Emails: Create Clear and Concise Emails That Get Opened and Get Action!



WHAT ARE CUSTOMERS SAYING?

"We were thrilled with Kathleen's writing class. She captured the audience with her knowledge, energy, and the ability to keep our attention!"

- Lorie K., Financial Firm

