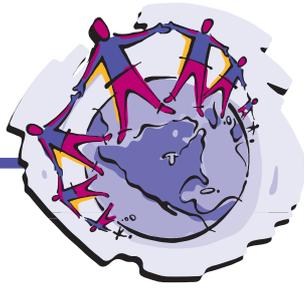


Customer Service Series



Professional Development Associates

*Facilitating the growth
of individuals & their
organizations*

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INTERNET-BASED TRAINING

Customer Service is one of the critical factors that helps an organization to maintain the competitive edge. You want to retain customers and build your business. Now, more than ever, with new global business challenges and technologies, it is critical that service representatives understand their role and work to keep customers coming back.

Now you can expand your ability to deliver training opportunities for your service representatives with **Customer Service Skill Builders Online**. You may choose to deliver training totally online or in conjunction with role-plays in the classroom with *Winning Through Customer Service—New Edition*. No other program gives you the flexibility you need to enhance the experience of training through alternative delivery methods. The choice is yours, but you'll be assured of quality content.

SERIES MODULES

Delivering Customer Focused Service

Learners analyze the skills and strategies they use every day in their jobs to identify the techniques that they do very well and to develop ways for them to do their job better. During this training, participants will learn guidelines for delivering customer focused service, including understanding their role as a professional; the essential skills of communication: listening, questioning, verifying, explaining; and a four-step customer service model.

Dealing with Difficult Customer Situations

Customer service representatives are provided techniques for dealing with difficult customer situations. Their role as customer service representatives offers many rewards and satisfactions. But there are many frustrations inherent in the job. During this training, they will learn the general guidelines for dealing with difficult customers in such situations: calming and focusing, and then practicing what they have learned.