

# Winning Through Customer Service Manager's Program

## CUSTOMER SERVICE TRAINING



### Professional Development Associates

*Facilitating the growth  
of individuals & their  
organizations*

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LEARNING

Take The Lead.

Winning and keeping customers are essential to your organization. When coaches seek to understand their people, and customer service representatives understand their role, they will keep customers coming back again and again. That is the winning combination you need to drive your business. Your managers have a powerful effect on the productivity of your customer service team. Coaching is the tool to shape performance and increase the proficiency of an individual in a task. The most successful coaches understand what is important to the individual and provide a work environment that supports those needs.

### Who in Your Organization Will Benefit?

- Customer and Sales Service Managers
- Service Supervisors
- Team Leaders
- Anyone who has responsibility for management of internal and external customer contact

### Objectives

After successful completion of this course, coaching participants will be able to:

- Understand their role as a successful coach.
- Use coaching strategies for different styles and adapt their styles for improved communication.
- Learn the steps for effective coaching.
- Monitor how service representatives use their skills in the customer service transaction and provide effective feedback.

### What Makes Winning Through Customer Service - Manager's Program So Different?

Every management decision makes your customer service representative's ability to win more business that much easier. This program is designed to work in concert with the award-winning principles and processes of the *Winning Through Customer Service-New Edition* program. This unique approach allows you to customize your training with both classroom and Internet-based options. This program has the benefit of input from some of the best customer service training professionals in the field, so you can be sure that your investment will fulfill your training objectives. You also benefit from reinforcement strategies for identifying communication styles and adapting techniques for improved lines of communication. Greater understanding leads to greater opportunity for winning customers and keeping them for life.

### Description

This workshop provides all the tools your service managers need to create a flexible coaching environment that fits the unique needs of your organization. The best managers become more successful when they learn the keys to providing an environment of trust and respect. This course is designed around five essential and winning keys to coaching success.

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## Course Format Flexibility

The core *Winning Through Customer Service* program is a 1 1/2-day program that can also be delivered in a condensed one-day version, or in three 1/2-day sessions to accommodate your busy training schedules. This is the same core program that your customer service representatives will go through. An optional but highly recommended feature shows you how to incorporate behavior/communication style surveys to reinforce the communication portion of the program.

The Manager's program is an additional half-day course specifically designed for managers to reinforce the principles taught in the core program. Flexibility incorporating the optional Internet techniques allows you to customize your opportunities for coaching with the *Delivering Customer Focused Service* and *Dealing with Difficult Customer Situations* online.

### Also included:

- Video vignettes that follow an interesting story-line of customer transactions through the following environments: manufacturing, transportation, call center, and hotel/convention center
- Video of real-life customer service representatives addressing today's significant issues. Industries represented are retail, transportation, hospitality, banking, and call center
- Role-plays
- Skill development and transfer exercises
- Group discussions

There are many built-in options that allow you to customize this program to your unique environment. Your training representative is available to answer any questions you may have and to provide additional ideas for implementation or customization for your organization.

## Course Materials

### Administrator Kit includes:

- Administrator's Guide that provides information necessary to administer the course with the agendas and instructions for the version you choose. It includes the *Manager's Program* as an add-on to the core course, whether it be 1 1/2 days, 2 days, or 4 half-days.
- Videocassette of real-life customer service representatives and video vignettes.
- Overheads.
- Slides on PowerPoint diskette.
- Customer Service Transaction (CST) Model wall chart.
- Skill Point card (includes CST on one side and the four behavioral/communication styles on the other side).
- "Bridge" instructions to combine the classroom and Internet versions.
- Complimentary Administrative Vital-Online password to explore *Delivering Customer Focused Service* and *Dealing with Difficult Customer Situations*.
- Instructions for using the optional behavioral/communication style surveys.

### Participant Materials include:

- Participant Workbook containing readings and exercises to reinforce and transfer the skills learned in the workshop (these are the same core materials that the customer service representatives will use).
- *Manager's Program* (Module 5) providing the steps for effective coaching.
- Skill Point card (includes CST on one side and the four behavioral/communication styles on the other side).
- Optional Internet Access Guide.
- Company-specific notes section.