



DELIVERING SUSTAINABLE GROWTH WITH TRACTION



A COMPREHENSIVE TRAINING STRATEGY

Customer Service Training

*Thought Provoking
Action Oriented
Practical Guide*

844-49-COACH
EncoreCorporateTraining.com
Mody@Encoreconsulting.net



Is your Customer Service in the doldrums?



Does it need a new Direction and Energy?

If so, would you like to:

- Give a great experience to your Customers
- Improve Customer Relationships
- Develop professional skills
- Improve team Confidence
- Acquire positive feedback
- Create win-win situations
- Have Customers for life



INITIAL SUMMARY

TRAINING OBJECTIVES:

- Behavior changing soft skills training
- Develop a comprehensive understanding of your customers.
- Customer service training geared towards both internal and external customers
- Improve problem solving and decision-making skills
- Develop professional communication skills through voice, appearance, body language, and energy level.
- Take Ownership and develop a positive attitude
- Improve overall confidence of the staff.
- Use emotional intelligence to build trust & confidence with customers.
- Create win-win situations



LOGISTICS:

- Conduct **Pre-Training Assessments** for customization.
- Training will be conducted on-site.
- Training in small interactive format for upto 20 Trainees per batch.
- **Follow-up activities** that help retention.
- **Free post training** off-line support to each individual Trainee.



Our Vision

Create a workplace where:

- We “Get 100%, out of 100% of the Employees, 100% of the time” - James O. Rogers
- There is excellence in the customer service experience
- Productivity thrives
- Individuals adapt to unforeseen circumstances
- Senior team works toward a shared vision of success
- Team members feel recognized, and receive support within the organization.



Our Commitment

We understand that you are embarking upon a major initiative where your main focus is on improving Customer Service skills. We are also aware of the importance of this initiative.

This is based on our current understanding of your organization & needs. We have yet to determine the specifics. At this point we don't know what we don't know.

We will customize it to reflect the findings of our analysis, talks and discovery.

We are ready to impress upon you that we have the drive and determination to fulfill your objectives for this project.



Encore's Philosophy

RESPECT the individual.

We recognize that every group includes a wide range of individuals with differing needs and abilities. We work to create and maintain an atmosphere of openness and trust, and we value each individual's contributions.

DO RIGHT by the customer.

We always do the right thing. We strive to make every interaction with ENCORE a positive, friendly, and warm one. We care about our clients and want them to succeed, so we are always prepared to go above and beyond for them. We work to add exceptional value to every program or presentation.

LIVE with integrity.

Integrity isn't a 9 to 5 job for us. We put our core actions into practice every hour of every day. Living with integrity also means that we operate with consistency: What you see is what you get. What we say is what we do.

PROVOKE thought.

We train for lasting change and results. We can't get that if we don't make our process an active one. We don't bring about change if we do the thinking for our clients; so rather than provide answers, we offer tools that help people figure things out for themselves.

ENCOURAGE positive disagreement.

Organizations that stuff offices full of people unwilling to give honest opinions can't grow and maintain their vitality. We train our clients to welcome conflict and teach them to use it as a constructive force. Open dialogue, different ideas, and fresh perspectives are welcome and desired in all of our workshops and engagements.

SHOW, don't tell.

We recognize the many different ways individuals learn, and listening is only a small part of the process. All of our programs include active, hands-on learning to help participants boost their performance.

Why Encore

- Not just a Vendor but a **Partner** in your progress
- Our pre-training Comprehensive Assessments
- Experiential and Active learning vs Passive Learning
- References
- We make learning a Fun Experience
- We show not just tell
- We Provoke your members to think
- Behavior Changing experience



Our Approach

Strong teams are not created overnight. They aren't formed by policy, procedure, or measuring key performance indicators (KPIs).

High-performing cultures have alignment in values and mission. They build an environment where employees can bring their best to work in order to yield a high performing organization.

Our intention is to have a behavior changing transformation in your organization. We've seen organizations transcend their cultures and ignite success time and time again. Our goal is to provide an experience that builds confidence and gives the tools to begin one of the most important journeys in your organization's history.



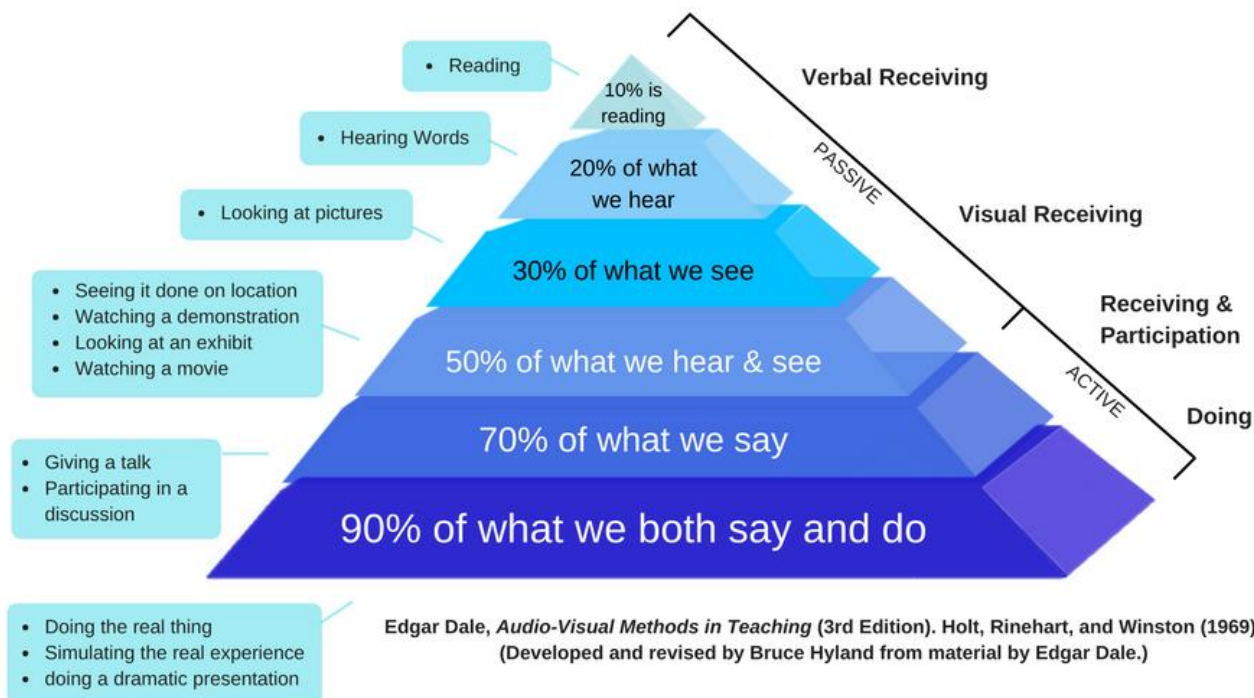


Encore's Unique Techniques

- Culture and language integration. We will integrate your company's unique language into our training. Terms and particular situations exclusive to your company will be implemented as well.
- We incorporate the best of the East and West with our Wholistic approach.
- As a small company we are agile and adaptable to your company's schedule and training needs.

Cone of Learning

We Tend to Remember Our Level of Involvement





Training Overview



Winning Customer Loyalty for Life

There is no better way to improve your organization than by providing customer service that is friendly, warm and helpful and that will give you the advantage you need to delight your Customers and exceed their expectations.

In this powerful training workshop, your team will learn what it takes to make an immediate, measurable improvement in customer service.

Our training can bring about some positive changes in the following skills:

- How to deliver *best-in-class* customer service
- Ways to delight your customers and exceed their expectations
- Practical steps to providing five-star service
- A proven method to defusing anger and tension
- The ABC's of effective communication
- Understanding and solving problems
- Create a good first impression
- Improve your team's listening & professional communication skills
- Learn how to quickly establish trust & credibility with customers
- Using [Emotional Intelligence](#) in every aspect of Customer Service
- Develop a professional phone presence



Sample Training Curriculum

(Experiential activities throughout the training interaction)

INTRODUCTIONS AND WARMUP:

- Review Objectives of this training
- Meet and greet – Warm up exercise
- How we learn
- How to create personal value
- How to have fun on the job

INDIVIDUAL BEHAVIORS

- The process
 - How we feel
 - How we think
- Bias, prejudice and stereotypes – how to deal with it
- Suspending judgements – getting the complete picture
- Emotional Bank Account
- Role model behavior

UNDERSTANDING EMOTIONAL INTELLIGENCE:

- What is Emotional Intelligence?
- Why is it important
- Key Elements of Emotional Intelligence
- Emotions in the workplace
- Understanding yourself and others
- EQ vs IQ vs AQ
- Assessing your EQ



COMMUNICATION:

- Clear and concise
- Interpersonal Communication
- The power of persuasion - Ethos, Pathos & Logos
- Non-Verbal communication – giving the right message
- The tone of your voice
- The power of questioning – finding the real needs
- True listening – hearing vs listening
- How to keep communications S.A.F.E.
- Passageway of destructive behavior
- Passageway of constructive behavior

SUPERIOR CUSTOMER SERVICE:

- Defining customer service excellence
- You are the organization's representative – take ownership.
- What to include in your customer service toolbox?
- Creating positive first impressions
- Using power of observation
- How to be customer advocate



- Responsibility & Accountability
- Steps to soothing unhappy customers
- Anticipating customer needs & creating win-win situations
- Pull vs Push Customer Service
- Understanding changing customer expectations
- **Empathy is the key** to outstanding customer service
- Keeping your commitments
- External & internal clients
 - Understanding their mindset
 - Establishing rapport – Two way relationship

IMPROVING YOUR INDIVIDUAL PERFORMANCE:

- Intra-personal skills
- Inter-personal skills
- Ability to choose:
 - Reaction
 - Response
- Right Mindset
- Mody's 5 A's
- Productive Thinking- 3 types
- Inventory:
 - Knowledge
 - Skills
 - Strengths
 - Weaknesses
- Positive Emotions
- Negative emotions

CHALLENGING WORKING ENVIRONMENT:

- What is culture?
- Fostering Goodwill – creating a positive energy
- Culture of Sharing and Caring
- Power of habits
- Working in harmony with your team & aligning common goals
- Challenges people face
 - Daily obstacles
 - Domestic conflict
 - Distressing events
- Working under stress
 - How to manage stress
 - Working under the influence of negative emotions
 - Preparing for the unexpected
 - De-escalating tension
- Dealing with negative emotions
 - Tension
 - Fear
 - Conflict
 - Anger



CONFLICT RESOLUTION / MANAGING PROBLEMS

- Causes of customer dis-satisfaction
- Dealing with unhappy customers
 - Handle complaints with ease & grace
 - Win over difficult customers
 - Go the extra mile

CLOSING:

- Finalizing your personal SMART Action plan
- Recap and review

Note: The above is based on our current understanding of your Organization. Knowing the current culture is essential. It may be modified and fine-tuned (where deemed necessary) based on our analysis and discovery during the planning stage. The core concept will remain the same.





Customer Service Topics That Involve Selling

The Most Common Buying Signals

A close look at the most common buying signals. Identifying the requirements for closing and being prepared for “No”.

How to Qualify Your Prospect

Identifying the three needs a prospect has before buying. Consultative selling techniques. Asking the right questions. Four key questions to ask in determining the strength of your prospect.

Sales Presentation Skills

The essential components of a planned presentation, understanding the critical difference between features and benefits, moving from the general to the particular, involving the customer, using sales aids, asking for feedback and how to hit the “Hot Buttons”.

How to Sell Benefits & Impact

Uncovering real concerns, determining the impact on their business, recommending a solution and focusing on the benefits of your product. How to make your client emotionally sick and then make them well.

Selling Return on Investment

Learning to partner-for-profit, creating high value, selling cost-benefit, identifying concerns & opportunities, quantifying the solution, and controlling the implementation.

Seven Key Closing Techniques

Skills training on the seven approaches to closing, including Invitational, Assumptive, Secondary, Alternative, Puppy Dog, Ben Franklin and Order Sheet.

Identifying the Types of Objections

Overcoming general sales resistance, requests for more information, emotional objections, hostile objections, excuses and the snow job.

The Four Step Method for Overcoming Objections

Empathizing. Clarifying. Providing proof. Asking for acceptance. Introducing the “Feel-Felt-Found” method for overcoming objections.

Dealing with Price Resistance

Selling the value of your product or service, comparable analysis, breaking it down to the lowest common denominator, delaying price discussion, justifying price with sound reasons, isolating the price, sandwiching price between benefits, talking past the price, showing investment over the life of the product. Uncovering the “Five Forms of Resistance”: Indifference, Skepticism, Hostility, Worry and Dejection.

Using the Power of Suggestion in Selling

Everything counts! Understanding the power of outside influences. Communicating a professional image. The power of your body language. Being prepared and organized.

**Seven Keys to Persuasion**

The powerful unconscious influence of social proof, reducing resistance and opening the mind of your prospect, The Law of Reciprocity, The Drive for Consistency, gaining small commitments, testimonial letters, symbols of authority, The Scarce Principle.

Consultative Selling Techniques

Working as a “specialist”, code of ethics, working in the client’s best interest, asking the right questions, doing an “examination”, doing the “diagnosis”, offering a “prescription”, focusing on the heartfelt needs of your client: lowering expenses, increasing profits, improving productivity and greater profit, looking at yourself as a “Profit Improvement Specialist”.

Maximizing Selling Time

Viewing time as an investment, advanced planning, starting early, reading daily, moving fast, overcoming distractions, getting & staying organized, using a day-planner, learning the difference between effectiveness & efficiency and using the 80/20 rule.

The Vital Traits of Successful Salespeople

Possessing a positive mental attitude, high “likability” quotient, thorough product & industry knowledge, excellent presentation skills, good time management, physical health & appearance.

Unlocking Your Sales Potential

Overcoming the fear of rejection. Understanding the benefits of a solid self-esteem and how it relates to performance. How one’s self-concept ultimately determines income and success. How actions trigger feelings. Ten ways to raise your self-concept and self-esteem.

The Essential Elements to Success in Sales

Identifying what you want, being willing to pay the price, maintaining consistency, managing time wisely, following the leaders in your field, guarding your integrity and going the extra mile.

****PLUS, ANY OTHER TOPIC YOU WOULD LIKE TO ADD.***



Interactive & Experiential Learning

Active Rather Than Passive Training:

Our training combines hands-on, interactive elements including group discussion, engaging group activities, visual aids, live speaking, and role-playing exercises. This active approach to training has been proven to increase understanding & retention for maximum results.

A Boutique Training Company:

We deliver a fully customized learning experience which aims at the heart of your specific needs and challenges rather than taking a one-size-fits-all, out of the box approach.

The key to learning that results in meaningful behavior change is creating an interactive session that uses learning techniques that actively engage participants. To this end our sessions use storytelling, humor and movement to enhance the dissemination and assimilation of core learnings. This is in addition to leveraging the following tools and methods to engage learning:

1. Group Discussion and Brainstorming – Facilitated discussion to provoke thought, encourage participant contribution, share resources and stimulate learning in a safe environment
2. Method Demonstration – Instructor demonstrates skill sets for participants to aid in understanding, to stimulate student interest and to provide a model to follow
3. Practice – Students put to action in real-time new skill sets
4. Cooperative Learning – Working in cooperative groups, gaining from each participant's efforts creating an atmosphere of achievement
5. Role Play – Requires active involvement of participants and provides a safe environment to test new skills
6. Individual and Small Group Activities – Learning through self-assessment and reflection and through peer collaboration to come to great understanding through participants' efforts
7. Visuals – Reinforces key learning points, improving audience participation
8. Case Studies – Review actual cases that demonstrate the challenges leaders face and the choices that are made.

"Tell me and I forget.

Teach me and I remember

Involve me and I learn."

-Benjamin Franklin



Post Training Outcomes

There are a number of ways we can measure the efficiency of the training in the long run:

- Business Impact
- Behavior Observation
- Learning outcomes
 - Knowledge
 - Skills
 - Attitude
- Reaction – Participation Satisfaction
- Level of Interaction
- ROI
- Improvements in internal and external communications



We will assist in installing an effective measuring mechanism after our Discovery and assessment stage.

Optional Follow-up for Long-term Effect

(A multi-layered post training approach to keep up the momentum after the training)

1. **Free** Executive meetings for review of feedback and monitoring mechanism till the completion of this program
2. **Free** post training off-line support to each individual Trainee up to 30 minutes when requested by them till the completion of this program
3. Half day onsite training for selective (chosen by the Executive team) influencers (up to 25 people within the organization) to keep up the momentum after the training. These are goodwill Ambassadors who will carry the torch in the immediate future. The main focus will be on “enhanced communication techniques”.
4. **Optional** Live or Pre-recorded Webinars ending with an action item. Individual continuing learning at all levels to keep up the momentum This will include reinforcement of the universal principles and additional items that could not be included in the training.



How to Make Training Stick

Success Factors

1. Alignment of Vision, values and philosophy
2. Buy-ins across the board from senior management
3. How much ownership each employee will take
4. Motivation and role-model behavior coming from top to bottom
5. Defining individual roles in this initiative
6. Improved communication between all levels and departments
7. Class evaluations
8. Installing a system of quantifiable measurements (KPI's) to assess the progress
9. Accountability from all levels of the workforce
10. Transcending barriers and unexpected occurrences

Success Factor Ranking

Training That Sticks

Research has shown that management makes the biggest difference when it comes to the success of training their teams. Follow this chart to see where the priorities really rank.

	Before	During	After
Management	1	8	3
Trainers	4	2	9
Trainees	7	6	5

Management is the most important link in the process of helping employees retain what they learn from a company's training efforts.

**Bob Pike, 1992*



Benefits of our Offering

1. Robust pre-training Assessment
2. Thorough brainstorming with executives before the training
3. Experiential and active training
4. Experienced Instructors

Benefits to your Organization

1. Manage Effectively
2. Positive Environment
3. Top-down Initiative with Role Model Behavior
4. Confidence that the Vision is Clearly Communicated
5. Harmony within the Organization
6. Positive behavioral change

Benefits to your Staff

1. Positive Learning Environment
2. Experiential Opportunities
3. Thought Provoking Process
4. Works the Little Gray Cells
5. Improved Retention of the training





Next Steps:

To get the most out of this customized training program, follow these steps:

1. Read the topical outline in the previous pages
2. Give us a call to discuss
3. Discuss the pricing with us
4. Get the necessary approvals for this training
5. Select topics you believe are most important for your organization or let us plan a comprehensive package
6. Secure the delivery dates
7. Determine a discovery and pre-assessment call with our trainers
8. Now relax – we will do the rest.

Don't hesitate to reach out if you have any questions!
Call us at 678-766-6666 to discuss.

