

Speaking Programs

Taking Ownership:

Our Customers Are Not Everything, They are the ONLY Thing!

Certification: Customer Friend

Customer loyalty is essential to establish a successful business. This seminar provides your staff with the tools to create long-lasting customers and to turn customer challenges into customer loyalty. It empowers your front line employees to make customers feel at home and teaches them various techniques that will lead to quality service. It encourages employee commitment to our business and, of course, our customers.

Participants will learn:

- How to use voice and words to project a positive attitude with every customer.
- Listening strategies that win over an angry customer and enhances customer relationships.
- A checklist of common mistakes that break customer rapport and trust.
- The 4 steps that make a customer feel like they are at home.
- Techniques that promote a powerful positive first impression that represents the value of you and the company.
- The 6 most common telephone mistakes, also known as “**customer irritants,**” and how to combat them.
- Through detail and explanation, a process that lets the customer know that you are on their side.
- “**How**” and “**when**” to use a persons name in conversation
- The 7 steps to handling customer complaints.
- A 5-step strategy to end the customer call that promotes goodwill and a lasting positive impression.
- The components of a voice mail message that encourages quality customer service.
- The 4 phrases to avoid with every customer and how to deliver the same message in a more positive way.
- The 5 factors (AEIOU) that deliver a customer’s “**wants and needs.**”