



The Journey Toward *Exceptional* Customer Service

(3-6 hours, *depending on which elements are included.*)

Outline:

1. Who are our customers?
2. What is exceptional?
3. What's in it for me?
4. PMMFI – the secret ingredient; do you know it?
5. First Impressions/Perceptions – make it or break it...
6. ATTITUDE – the starting point in the journey...
7. The Telephone – Mastery or Misery? The keys to mastering telephone etiquette.
8. Dealing with Difficult Callers & Customers
9. Caring Communication – you're giving away your true feelings... Are they the right ones?
10. Assertiveness Skills for Powerful Communicators
11. Listening – are you really?
12. Listening, even to the **COMPLAINERS!** (*You can gain a lifetime customer here...*)
13. Peak Performance in Customer Service – How to get to WOW!



In this course, we discuss the fact that exceptional customer service is not a place you **get** to. Rather, it is a **journey** you're *always on*. We discover the natural foundation from which we can build toward it, and uncover our own *built-in* ability to identify and deliver a higher level of service and sales. We'll also identify the specific challenges your people are facing in delivering exceptional service and address those specific issues, giving opportunities during the seminar for practice. This topic, like all of our seminars, lends itself to MUCH spontaneous laughter during the day. A day to be remembered and used for a lifetime.

Keith Lowry Seminars, Inc.

Let us customize the topic of your choice for YOUR organization!

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