



Your Total Training Resource

CUSTOMER SERVICE SKILLS AND EXCELLENCE: THE COMPETITIVE ADVANTAGE AND DIFFERENTIATOR

It's not just you. It's a fact. Customers are more demanding today than ever before! Complaints to Better Business Bureaus and state regulatory agencies are at an all time high, and growing! The words "may I speak to your supervisor?" are heard with increased regularity, urgency and intensity. Statistically, a dissatisfied customer will tell (on average) 12 people about their negative service experience and 91% will stop doing business with the company altogether.

Unfortunately for many organizations in today's highly competitive business environment, superior products and new technology, even though necessary, are no longer the only critical core differentiators. Study after study indicates that World Class Customer Service will provide the most valued differentiator between your organization and the competition. Rather than just responding to the customer's request or demand, the most effective customer service professionals strategically gain control of the inquiry (remember it is not just telephone calls anymore), accurately predict the customer's position and proactively provide the desired results in advance. This approach requires moving from the more traditional reactive customer service mode to a proactive diagnosing and problem solving strategy.

This full day highly interactive workshop will focus on the essential skills that create and support World Class Customer Service. This session is valuable for anyone involved with customer service (both new and experienced representatives) and all levels of supervisors, managers or team leaders.

Key Learning Outcomes

- Understand and agree on what is World Class Customer Service
- Learn how to maintain a positive demeanor focused on owning the problem and solving it effectively
- Master the ability to consistently create a positive first impression
- Learn how to communicate at a level that can be understood (communicate at the level of the receiver not the sender)
- Understand the transactional styles of different people and the need to adapt accordingly (dispel the myth of treating everyone the same or the way we would like to be treated)
- Master the core communication skills of active listening and effective questioning while showing empathy and understanding
- Learn how to effectively diagnose the "real" issues and needs before taking action
- Learn how to resolve conflicts and manage customer expectations while negotiating positive outcomes and deadlines
- Understand the need and learn how to deliver "bad or negative news" early in a proactive manner.



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Registration Information

Time: Workshops scheduled from 9:00 a.m. to 4:30 p.m.

Pricing: 1-2 attendees \$295 per person, 3+ attendees \$255 per person.

Location: OLC Education & Conference Center (The name on the building is AAOS.),
9400 W. Higgins Road, Suite 100, Rosemont, IL 60018-4975.

The parking garage next door has free parking with validation, available at the front desk.

[Click here to download a map and directions.](#)

To register or for additional information either email, phone or complete the [online registration form](#). **Email:** Ken Keller at kkeller@c-kg.com or Dean Carroll at dcarrroll@c-kg.com or **Phone:** (630) 495-0505 or (800) 869-7497.

Register online: [Complete form by clicking here.](#) If you register online, a confirmation email will be sent to you with next steps and payment details. Please note we accept checks as a form of payment.

[To see a complete list of our current workshops click here.](#)

Customized onsite workshops are also available.

Please contact us with any questions or concerns you may have. Email: Ken Keller at kkeller@c-kg.com or Dean Carroll at dcarrroll@c-kg.com or Phone: (630) 495-0505 or (800) 869-7497.