

# How to Deliver Exceptional Customer Service



## Turn Every Customer Into an Ally

- How to gain the trust of your customers — even those who don't want to trust you!
- Dozens of actions that make your customers feel important and appreciated.

## Out Service Your Competitors

- Powerful resource-management tips that increase the return on every customer service dollar.
- A step-by-step strategy that makes superior customer service the rule, not the exception.

## Eliminate Negative Situations

- An innovative system that transforms complaints into valuable customer feedback.
- A specific approach to win over angry or abusive customers.

## Overcome Stress and Burnout

- New methods to reduce stress and turnover in customer service jobs.
- And much more! See inside for full program details.

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P.O. Box 219468  
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64121-9468



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# How do these situations relate to YOU?



- After being constantly asked for identification at the bank where he's done business for 10 years, Bill explodes with irritation. The teller curtly replies, "Everyone is required to show ID; that's our policy." Bill replies, just as curtly, "Close my account. Now."
- Janice receives another incorrect billing for a subscription she'd ordered. After being put on hold and transferred twice, she decides against the subscription, hangs up and throws the bill away. "What happened to that call?" the receptionist wonders. "It just disappeared."
- Mark telephones a supplier to find out why a shipment of parts is overdue. He can't reach his sales representative, and an exasperated inventory clerk tells him, "All I can tell you is that they were shipped two weeks ago! I don't know any more than that!" Mark makes a firm decision against ordering from this company again.

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## The moral of these stories:

Despite good intentions, the customer was lost. Every person in the organization — even those you may not think of as customer service personnel — has the ability to make a positive impact on customer relations.



### Free Digital Resources for Every Participant

Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally—making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.

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# **This seminar will help you train yourself, your staff and your organization not only to head off problems, but also to rise to a level of service excellence.**

- Increase the return on your customer service dollars.
- Outservice your competitors.
- Make your customers feel important and appreciated.
- Remain calm in the most demanding situations.
- Transform complaints into valuable customer feedback.
- Say “no” and be firm without antagonism.
- Conquer the frustrations of customer contact.
- Win over angry and abusive customers.
- Reduce the stress and turnover that affects customer service personnel.
- Achieve company goals and keep customer goodwill.
- Ensure that customers are treated courteously and fairly — by everyone in your organization.
- Use convincing expressions and actions that earn customer trust.
- Become a master in the art of listening.
- Understand customers who communicate poorly.
- Be successful with the most difficult-to-deal-with people.
- Stay calm and keep even the most volatile customers from losing control.
- Gain the customer’s support for unpopular policies.

# How to Deliver Exceptional Customer Service



## What you'll learn:

### The Vital Role of Customer Contact

*You are familiar with your organization as an "insider," but your customers judge you by their contacts and your "up-front" operations.*

- Your organization through the eyes of the customer.
- How to handle the inherent frustrations of heavy customer contact.
- Why the choices you make with each customer contact are so important.

### How to Use Teamwork as a Powerful Force

*The very best customer service personnel can't be effective without internal support. By promoting team-building techniques, you can reduce stress, increase staff satisfaction and offer your customers the highest level of service.*

- Four ways to build a strong team.
- How to get the support of managers, coworkers and staff.
- Tips for improving cooperation between departments.

### Smart Techniques for Better Communication

*What you say may not be what the customer hears; the best intentions can be misconstrued through poor communication skills. You'll learn guidelines to communicate your message clearly, avoid misinterpretation and project a positive image of your organization.*

- How to prevent misunderstandings.
- Ways to make a winning first impression.
- The secrets to good rapport with customers and associates.
- Easy techniques for crystal-clear, positive communications.

### The Critical Art of Listening

*Are you hearing your customers clearly? Listening is not a passive activity, but a skill that requires concentration and practice. You'll learn how to really understand what your customers are saying.*

- 12 poor listening habits and how to avoid them.
- 11 creative techniques to sharpen your listening skills.
- How listening can surmount a tense situation.

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## Strategies for Customer Goodwill and Trust

Every customer must place a certain amount of trust in the people and organizations they do business with. You'll learn how to win your customers' trust and build their feelings of loyalty for a long-term, satisfying relationship.

- How to make customers feel important and why you should.
- The power of using names, with five easy tips to remember them.
- How to express appreciation.
- Effective techniques for building customer loyalty.
- Five ways to reduce costly mistakes.

## Winning Telephone Techniques

Often, the only connection with a valuable customer is the telephone. You'll learn how to combat the depersonalization of phone communications and be as effective on the phone as you would be face-to-face.

- How to avoid making a bad telephone impression.
- Five ways to improve your over-the-phone persona.
- Telephone greetings that set a positive stage.
- Three simple rules for answering another person's phone.
- How to speak concisely and make every word count.
- Strategies for contending with rude or abusive callers.
- Innocent statements that drive customers away.

## How to Deal with Complaints and Anger

An otherwise positive day can be destroyed by a single difficult customer. Worse, the difficult customer can break your concentration, raise your stress level and rob you of your effectiveness with other customers. You'll learn how to deal with the difficult while maintaining your professionalism and sanity.

- How to keep from becoming upset and unraveled.
- Practical tips for managing dangerous anger.
- The right and wrong ways to say "no."
- Techniques for handling complaints to the customer's complete satisfaction.
- How to keep your cool in the toughest situations.

*"A great refresher. I believe everyone needs courses to stay competitive. Individuals also need repetition to stay on course in their own lives."*

*Coral Gates / Summit Financial*

*"We were fortunate to be able to bring 10 employees. The information presented will help us structure and fine-tune a more effective and dynamic customer-focused approach."*

*Dave Day / Director of Development / PBS 45 & 49*

*"The seminar leader was excellent. He really made me feel involved and the materials and resources were very helpful."*

*Melissa Lee / Telephone Support Specialist / HealthGuard*

*"The seminar taught me valuable information on how to please our customers. By keeping the customer happy, my company will continue to grow and provide the services required to make us successful."*

*Mark Abney / Service Tech / Fallas Automation*

# Registration Information

**Enroll Today!** Hurry, our seats fill fast. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## Program Schedule

Check-in: 8:30 a.m. – 9:00 a.m.

Program: 9:00 a.m. – 4:00 p.m.

## Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

### Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- Lunch and parking expenses are not included.
- Dressing in layers is recommended due to room temperature variations.
- You will receive a Certificate of Attendance at the end of the program.

## Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

## Continuing Education Units (CEUs)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. Questions or concerns should be directed to your professional licensing board or agency.

## Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning Solutions, Inc. are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

## Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit [www.pryor.com/certificate](http://www.pryor.com/certificate). Certificates will be available 10 days after your event has ended.

## Update Your Contact Information!

Simply make corrections to the mailing label on the back page of this brochure. Mail corrections to P.O. Box 413884, Kansas City, MO 64141-3884 or fax to 913-967-8849. We'll change our records for the very next update. Thanks!

## Guaranteed Results

All of our seminars are 100% SATISFACTION GUARANTEED! We're confident this seminar will provide you with the tips and techniques you need to successfully deliver excellent customer service. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied and we'll arrange for you to attend another one of our seminars or receive a full refund — hassle-free.

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## Onsite Training Solutions

### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

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From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

### Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

### Maximize Your Training Budget!

Onsite Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

For a free consultation, visit us online at [pryor.com/onsite](http://pryor.com/onsite) or call us at **1-800-944-8503** today!



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**1**  **Yes!** I want to learn more about **How to Deliver Exceptional Customer Service.** Enroll me today! Group discounts available.

**2** **IMPORTANT!** Please fill in VIP number as it appears on the address label.  
VIP \_\_\_\_\_ (\_\_\_\_\_) if available

**3** **ORGANIZATION INFORMATION**  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_  
Tele: \_\_\_\_\_ Fax: \_\_\_\_\_  
Approving Mgr's Name:  Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Email Address: \_\_\_\_\_  Business  Home

**4** **QUICK CONFIRMATION**  
 Please email or fax my confirmation to me within 48 hours.  
My email address or fax number is: \_\_\_\_\_  
Note: If you've already registered by phone, by fax or online, please do not return this form.

**5** **NAMES OF ATTENDEES** (Please list additional names on a separate sheet.)

#1 Attendee's Name  
Mr. \_\_\_\_\_ Ms. \_\_\_\_\_  
Job Title \_\_\_\_\_ City Event # \_\_\_\_\_  
Email (required): \_\_\_\_\_  Business  Home

#2 Attendee's Name  
Mr. \_\_\_\_\_ Ms. \_\_\_\_\_  
Job Title \_\_\_\_\_ City Event # \_\_\_\_\_  
Email (required): \_\_\_\_\_  Business  Home

**6** **METHOD OF PAYMENT** (Payment is due before the program.) Please make checks payable to Fred Pryor Seminars and return form to: P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).  
Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; Honolulu 4.712%), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax).  
Total amount due: \$ \_\_\_\_\_  
 Check # \_\_\_\_\_ (payable to **Fred Pryor Seminars**) is enclosed.  
 Bill my organization. Attn: \_\_\_\_\_  
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MO. \_\_\_\_\_ YR. \_\_\_\_\_  
EXPIRATION DATE  
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A Dynamic One-Day Seminar

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