

"Keeping customers happy is the best defense against competition. The firm that keeps its customers happy is virtually unbeatable."

- M Lele and J. Sheth

"Today the customer-service wave is swelling larger than the quality wave, and when it fully hits, those not prepared will be washed into history."

- Harvey Mackay

"If you make a sale you make a living. If you make an investment of time and good service in a customer, you can make a fortune."

- Jim Rohn

Here are what participants are saying!

"One of the best classes I have ever taken - superb!"

"Excellent!"

"The Best!"

"No Comparison!",

"Upbeat and Fun!"



World Class Service

Skills Training!

Delighting Customers is a comprehensive training and recognition system that goes beyond other service quality programs to empower all your employees to delight their customers. In one day or eight fifty-minute modules, your employees will learn to exceed customers' expectations, increase customers' business with you, and create "customers for life."

Delighting Customers:

- Provides a complete system of eight fifty-minute modules, Follow-up Toolkit, Manager Toolkit, service measurement instruments, and an employee recognition program.

- Focuses on delighting customers in all situations, including simple interactions, upset customers, unpleasant information, conflict situations, negotiations, group meetings, and selling situations.

- Is easy to deliver by your trainers or managers or by our trainers.

- Uses accelerated training design with team activities, simulations, skill drills, and interactive video to make learning fast, effective, and exciting.

- Is designed in modules to maximize flexibility, reduce costs, and minimize time away from the job.

- Train four to twenty participants at a time to lower training costs and maintain optimal learning.

Includes The GEM Award Program

The GEM employee recognition program is included at no extra cost.

Participants receive GEM forms empowering them to reward other employees who Go the Extra Mile.

All detailed implementation guidelines and forms are

included. The GEM program reinforces the training, unleashes the power of giving and receiving recognition for exceeding customer expectations, and builds a customer-focused culture.

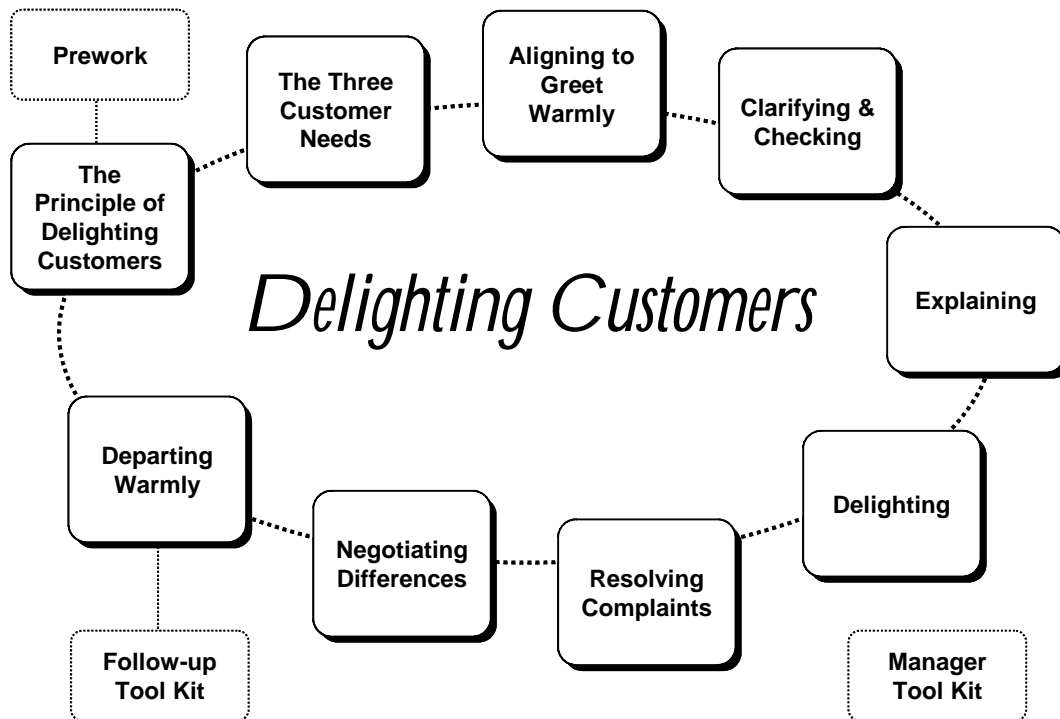
Participants Learn To:

- Delight customers by providing GEMs that *Go the Extra Mile*

- Build rapport through words, voice, and behavior.
- Avoid misunderstandings by checking understanding and customer acceptance.
- Build customer satisfaction with clear information that is phrased in terms of the benefit to the customer.

Delighting Customers is not just for front-line people. It's for all employees.

Program Components



BENEFITS OF DELIGHTING CUSTOMERS

- Creates a competitive advantage by delighting customers.
- Provides both critical and higher-level skills not traditionally found in other service programs
- Creates a customer-focused organization
- Increases sales and revenue by preventing loss of customers and by empowering employees to use service skills to sell and cross-sell to new and existing customers
- Makes training flexible and easy
- Accelerated training techniques save time and money, while generating increased acceptance
- Motivates and rewards outstanding service through the GEM program
- Creates management support through system components

- Avoid dissatisfaction by providing unpleasant information with concern and options for the customer.
- Defuse customer emotions through expressing concern, appreciation, respect, and empathy.
- Turn upset customers into delighted customers by providing options and GEMs.
- Sell add-ons by uncovering customer needs, presenting benefits, and closing.
- Enhance team meetings using aligning, feedback, and idea-building skills.
- Resolve difficult requests, disagreements, negotiations, collections, and conflicts.
- Project an I can attitude, be customer-focused, and develop a customer specialty.

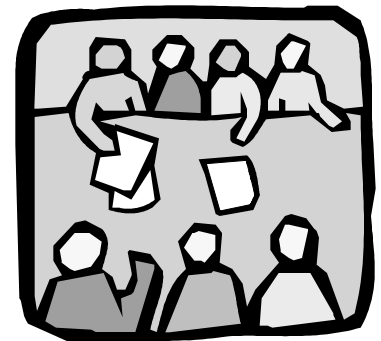
- Team techniques, including The Celebration, The Huddle, and the SWARM
- Personal improvement techniques, such as Pump Yourself Up!, Image Checklist, and Stress Management
- Selling techniques, including Overcoming Selling Anxiety, Upselling, Cross-Selling, and Questions That Sell
- Techniques to handle challenging situations, such as When the Customer Really is Wrong, and The Really Big Apology

TARGET POPULATION

Designed for all external and internal service providers (all employees) to build a common set of service values, skills, language, and goals across the entire organization

COURSE LENGTH

One Day - Eight fifty-minute modules. The program's modular design provides flexibility in delivery, depending on your requirements.



For more information on how *Delighting Customers* can impact your organization, please contact:

Handle Every Situation Professionally

The Tool Kit also provides:

- Telephone techniques, including The Permission Hold, The Gentle Transfer, The One-Source Callback

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