



**BACK TO BASICS TRAINING  
COURSE OVERVIEWS  
for  
THE LATEST IN CUSTOMER SERVICE TECHNIQUES**

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*The Course Overview lists the highlights of each Course*

**COURSES INCLUDED:**

1. Professional Success Behaviours for all the Team
2. Exceptional Service and the Actions which Destroy It
3. Communication, Conversation and People Skills
4. Understanding and Influencing the Four Personality Profiles
5. Dealing with Conflict and Difficult People
6. Life Skills – Goals, Confidence and Personal Growth

**NB** Please note that there are many additional Short Courses in our Program which would be relevant for your Team – these are simply key Courses in the area of Customer Service and Satisfaction

**Don't forget to take advantage of our Gold Card Offer – just \$1500 plus GST for 10 Course Tickets to use at any time over the next 2 years! A tremendous saving of \$2,000 and with 50 different Courses to select from, relevant to all Organisations. Call us now so you don't miss out!**

# **BACK TO BASICS TRAINING**

## **CUSTOMER SERVICE TECHNIQUES ...COURSE OVERVIEWS**

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### **PROFESSIONAL SUCCESS BEHAVIOURS FOR ALL THE TEAM**

- It isn't just the skills you have, it's your attitude and behaviours that influence your success at work and thus, your future. This is a great Course for motivating Team Members and having them understand professionalism and key behaviours for success
- Defining and exceeding the expectations others have of you
- How to consistently be positive, proactive and enthusiastic
- The importance of taking initiative and making things happen
- Adopting a customer service approach with everything you do, even if your customers are other team members
- Working effectively with other team members and building a sense of team spirit and alignment with the culture
- Managing time frames, stress and deadlines in a productive way
- Strategies to enable you achieve better results and performance
- Learning how to monitor and take charge of your own behaviours so that you understand and start to really maximise your potential

### **THIS COURSE PARTNERS VERY WELL WITH ...**

### **EXCEPTIONAL SERVICE AND THE ACTIONS THAT DESTROY IT**

- Exceptional service is based around the premise of "making the customer's day". A focus on providing service that is extraordinary has shown us time and again that this is what customers respond favourably to, with their money and with repeat and referral business
- The aim of this Workshop is to have your Team look at customer service and satisfaction in a new light and come back re-motivated and re-energised with new ideas for service
- Analysing the key factors in the Buyer Utility Map and Buyer Experience Cycle to determine where our opportunities are
- Analysing and preventing the actions, the systems and the processes that destroy exceptional service
- Analysing and preventing the attitudes, the behaviours and the beliefs that destroy exceptional service
- Doing the things that stand us out from the crowd!

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## CUSTOMER SERVICE TECHNIQUES ...COURSE OVERVIEWS

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### COMMUNICATION, CONVERSATION AND PEOPLE SKILLS

- Recognising the desired outcomes from all different types of communication and learning how to prevent the conflicting or de-motivating messages we send
- Identifying the points that we want to convey about ourselves and our company in both written and verbal communication and analysing the communication needs of others
- The three absolute musts in any type of communication
- Applying these three effective communication techniques with your Team, your Manager, your Suppliers and your Customers
- Reading other people's tone of voice, body language and facial gestures – remember that it's over 90%
- Mastering conversational ability to build better relationships
- How to handle confronting communication situations with aplomb, rather than losing your confidence ... and your voice
- How to write one page reports and overviews, letters, memos, emails and quick notes that exceed the criteria for effective communication and get you great results

**THIS COURSE PARTNERS VERY WELL WITH ...**

### UNDERSTANDING THE FOUR PERSONALITY PROFILES

- Introduction to the Four Personality Styles
- Testing to understand and benchmark ourselves
- Recognising and Understanding Others
- Strengths and weaknesses of each personality
- What to watch for in our own personalities that let us down
- How to bring out the best in each personality
- How to influence and manage each personality
- Which sales styles suit different personalities
- Using the Task focus/ Relationship focus – some personalities are more interested in the product, others are more interested in you
- Preventing common problems with each of the personalities
- Understanding ourselves and using the information to become a better and more skilled people person

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## CUSTOMER SERVICE TECHNIQUES ...COURSE OVERVIEWS

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### DEALING WITH CONFLICT AND DIFFICULT PEOPLE

- Every business has customers that are difficult to deal with, regardless of who caused the problem. This is an excellent Course to teach your team not only how to get those customers back on side but how to be more proactive in anticipating and preventing problems!
- Why the customer who complains is a best friend of the business
- Seeing the situation from the customer's point of view and why it escalates
- Responses to use whenever the customer expresses dissatisfaction – this strategy makes an immediate difference
- Communication techniques to diffuse anger quickly
- The critical words to get on side with the customer immediately
- Ten common mistakes we make in business that generally cause conflict and difficulties and how to avoid these
- Turning around the conflict so that these customers become your most loyal and your team are no longer afraid to deal with them!

**THIS COURSE PARTNERS VERY WELL WITH ...**

### LIFE SKILLS – GOALS, CONFIDENCE AND PERSONAL GROWTH

- Most Courses are centered around the Business, even though growth in the Team Member is a wonderful by-product. This is a very special Course that is devoted entirely to the Team Member, with the purpose being to help each individual develop confidence, learn how to set and achieve goals and to maximise their potential
- We've called it a Life Skills Course because that is exactly what we are focusing on – and it makes the ideal Course to give as a thank-you or a reward
- Using our brain and memory power to achieve more
- Effective Goal Setting and Action Planning
- Holographic visualizations and why these are more powerful than affirmations
- Mind sets for confidence, achievement and success
- Personal growth – increased awareness of balance, impact, outcomes and consequences