

Customer Care and Service – One Day

Good Customer Care and Service can make the difference between a satisfied customer who continues the productive relationship and one that goes elsewhere and badmouths an organisation. Sadly, bad news travels further than good news, so it pays to ensure that it's all good news!

An interactive and participative course which examines the key elements of good customer service and care.

What do delegates get out of it?

- Understand the importance of providing good customer care
- An appreciation of who their customers are
- What the difference is between care and service
- An examination of customer expectations
- The downside of not providing customer care
- Identification of the skills and behaviours required of those providing customer care
- How to develop a good relationship and generate interest
- How to communicate effectively, including the non-verbal elements
- An understanding of behaviours which can help or hinder customer care
- How to deal with difficult situations

What's been said by those attending it:

'Very good, would recommend the tutor'.

'Very beneficial and well delivered'.

'A very up to date approach to the course'.

'Excellent, kept us interested'.

'Very engaging, I'm easily bored but I wasn't today!'

'Fantastic trainer, interesting and motivating'.

REMEMBER:

- **If any of the Dates and Venues listed in our calendar are not convenient**
- **You wish to customise the course**
- **You're looking to run it in-house**

Not a problem - these are all possible, just get in touch – info@fourstraightlines.co.uk

Improving the Image – One Day

As sight is the learning sense that most of us learn most through, the way our organisation looks can have a crucial impact upon the way it is perceived and can encourage people to take a closer interest - or not!

This course examines the areas which create an impression of an organisation, and whilst focusing on the retail environment can be adapted for non-retail organisations looking to improve their image.

The opportunity is taken for delegates to assess their own organisation's image.

What do delegates get out of it?

- An examination of what they like and dislike in terms of image
- A recognition of the importance of 'first impressions'
- Understanding of the AIDA principle
- The use of colour, lighting, sound and décor
- The use of 'sign posting', posters, written material, etc.
- Addressing the three principles of Logic, Eye Appeal and Accessibility
- Making the best use of potential promotional space available

What's been said by those attending it:

'Created an awareness of an area of the business I'd given little thought to previously'.

'It made me look at our business from the visitor's viewpoint'.

'We had never considered what image our customers picked up on arrival, before we even speak to them!'

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Influencing and Persuading – One Day

Being able to influence and persuade people is an essential skill, not only in sales and management, but also when dealing with customers on a more general basis.

People possessing these skills exhibit more confidence and achieve more job satisfaction, as their positive and constructive input can truly affect the outcome of customer interactions, helping build customer loyalty and the '*I didn't expect that*' factor.

This participative course examines the principles of influencing and persuading people to achieve mutually beneficial outcomes.

What do delegates get out of it?

- An understanding of what influence and persuasion is
- The qualities and skills required
- How to utilise the AIDA model
- The five step approach to influencing
- Understand the part positive behaviour plays
- Assessment of the eight influencing styles and approaches
- Appreciate the power of credibility
- Selling their proposition by identifying the benefits
- The use of persuasive communication skills
- How to overcoming any resistance

What's been said by those attending it:

'Really friendly and knowledgeable tutor who knows how to get people to talk and think about their answers'.

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Reception Skills – One Day

‘Moments of Truth’ and ‘You never get a second chance to make a first impression’. Such expressions could have been written with reception skills in mind? The professionalism and efficiency which visitors are met with face to face or over the telephone does much to form an impression of an organisation.

This course takes the delegate through the portfolio of skills required of those holding this ‘front line’ position in order that they demonstrate the cool, calm confidence required to deal with any situation.

What do delegates get out of it?

- An appreciation of the role and responsibilities of a receptionist
- Understand the importance of knowing about the organisation they represent
- Know what is meant by professionalism in this role
- A broader and deeper understanding of all aspects of communication
- An awareness of the part behaviour plays and what are the behaviours styles?
- Different approaches with ‘face to face’ visitors and ‘telephone callers’
- Making the best use of the time available

What’s been said by those attending it:

‘This course has given me added confidence in knowing what I should be doing’.

‘I never realised what being a receptionist involved’.

‘I feel I will be able to control situations better now’.

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Telephone Skills – One Day

Research tells us that a message is transmitted through the words we use (7%), the way we say it (38%) and our body language (55%), so it should be no surprise that we have to work that much harder in getting our message across when using the telephone as we don't have the benefit of body language!

This course provides the knowledge and skills to help make up this loss of body language and the confidence to handle difficult situations.

What do delegates get out of it?

- An appreciation of the positive and negative aspects of the telephone
- How to make a good impression
- How to prepare to make a call
- How to receive a call and follow through
- An examination of the skills required to be professional on the telephone
- An understanding of what communication really is
- Managing their behaviour and modifying that of the caller
- How to resolve problems and 'think on their feet'

What's been said by those attending it:

- *'I now appreciate the techniques to use that people have used on me!'*
- *'What an insight into human behaviour, I even understand myself better!'*
- *'This has made me view the telephone differently and given me the skills to use it better'.*

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Think Customer Campaigns

Thinking about the Customer is a key element to selling, get it right and there's a better chance of another sale 'tomorrow', get it wrong and you may never get the opportunity to sell to that customer again!

To make the whole concept of Customer Care and Quality Service work effectively, everyone in an organisation has to learn to THINK CUSTOMER. This is so important to the future of an organisation that it needs a special approach to ensure that everyone works towards achieving what will be a key goal for future and on-going success – QUALITY CUSTOMER CARE.

As the name suggests, this is about developing a campaign, and therefore is customised around an organisation's needs. But there are common elements which are likely to include: training materials, posters, incentives and projects. Typically, a campaign might run for six months.

Campaign Benefits:

- Managers and staff will take ownership of the programme
- Action plans for improved service
- Improved teamwork and commitment to service
- Ideas from staff for better service
- A training style you can build on, and which can be administered by line management.
- Managers and staff who THINK CUSTOMER and act accordingly.

Campaign Development:

- **Research** – working with steering group representatives involving management and staff and who influence customer care. This group would supply energy and guidance to the project and would take 'ownership' of the Campaign.
- **Aim of Research** – to establish simple, clear, quantifiable and achievable standards. To produce clear programme outlines/treatment for an effective campaign.
- **Programme Development** – production of customised training material, trainers notes, 'bite size' pieces backed up with support activities to assist in the learning process.

Campaign Outline:

Promoting one element of the Campaign at a time, allowing employees to develop that element over an agreed period of time. A typical campaign might consist of the following elements:

- **Campaign Launch** – To set the scene and to get commitment from management and staff.
- **Image** – to focus attention on the need to create a good image at all times.
- **Courtesy** – The golden link between products/services and the customer.
- **Awareness** – To ensure no-one suffers from 'customer blindness' and becomes more aware of their needs.
- **Speed and Quality of Service** – Adding all the elements together to provide a high level of service at all times
- **Campaign Summary** – A summary of the key elements of the whole campaign.

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