

# CLASSES FOR CS&B

## CUSTOMER SERVICE FOCUS

### **Be An Owner Of Your Customer Service, Not A Renter!\***

- Are you an owner of your customer service or just a renter? Do you bring your best game every single day and always look for one for more thing you can do for each and every customer? Or do you barely get to work on time and just get by! We will explore both owner and renter traits and leave with a plan to help everyone become an owner. Or, maybe the renters will decide to move on!

**OUTCOME:** Attendees will be able to define owner and renter traits and will learn new techniques on how to implement those traits.

### **In Search Of Amazing Customer Service -- Creating your company's WOW!**

- All of your customers should leave your business and say "WOW, now that was great service". Every single person at your company has the power to make each and every experience a WOW. We bring your staff together to discover your company's WOW together, we draw up plans to implement the WOW experience so that everyone understands the concept.

**OUTCOME:** Attendees will develop a WOW plan and they will leave with an understanding of how to implement their WOW!

### **Customer Service ... with intent!**

- When we say customer service with intent, we mean INTENT! Planning out the customer service experience will assist your staff in keeping present. We will lay out the ways in which you interact with your customers and develop a play-by-play guideline for your staff.

**OUTCOME:** Attendees will develop a plan with intent, specifically for their company.

### **WOW customer service begins at home**

- You might think customer service begins when staff walk in your door but actually, it begins MUCH earlier. In fact, the moment you wake up, it begins. Help your staff understand with just a few minutes dedicated minutes each day, they can change their focus and get their mindset ready for the day.

**OUTCOME:** Attendees will develop their own morning routine that will change their focus.

### **Customer service and beyond ... it is all about the WOW! (three sessions)\***

- When we say "WOW" customer service, what company comes to mind? Let us assist you in making YOUR company the one that comes to mind for your customers.

## SESSION ONE

- This session gets to the very basic of WOW customer service. Items to be covered include – positive attitude, first impressions, body language, being present, examples of amazing and non-amazing customer service, real-life scenarios The group will be given homework to complete prior to the next session.
  - Homework for session two
    - Complete a customer service experience of a competitor
    - Bring three examples of customer service standards in your industry

## **SESSION TWO**

- This session will cover the homework that was given in session one (see above). The group will also develop a draft of customer service standards for their company. Will also cover parts from the training “Be An Owner Of Your Job, Not A Renter”.
  - Homework for session three
    - Bring three of the most frequently asked questions of your customers (and one suggestion for each)
    - Prepare one scenario with the three customer service examples including a horrible one, a good one and a WOW one!

## **SESSION THREE**

- The third session will tie everything together with actual examples, role playing, and creating the full customer experience. This session will also have a dedicated Q&A session where everyone can ask questions.

**OUTCOME:** *After completing all three sessions, the attendees will have a complete plan for their customer service.*

All of the training sessions are customized for the client so the above information might change, based on the client’s recommendation.

NOTE: The above can also be trained using “Customer Service and Beyond ... It Is All About The WOW” book. If you wish to move forward with this, a book and a workbook would need purchased for each attendee.

### **If ... Then\***

- This session is perfect to problem solve. Real examples are created from frequently asked questions of your customers and a matrix is produced to assist the staff in the “then” part.

**OUTCOME:** *Attendees will use the wide variety of problems they solve to incorporate those ideas into their customer service standards.*

### **Customer service standards – developed and implemented**

- Companies should have their customer service standards proudly displayed for everyone to see – but first they need to write it. Brainstorm with staff to write it, role play it and practice it. If customer service standards already exist, can role play it and practice it.

**OUTCOME:** *Attendees will develop their company’s customer service standards that they can use immediately.*

### **How To Be A Great Customer And Teach Your Customers To Be Better Customers**

- How much would you pay us to train your customers to be better customers? Well, if you hire us we can do both – train your current staff and train your current staff to be better customers. In this training, we use examples in comparing great service that you can give and the best way to get great customer service. By getting another perspective (and learning to be a good customer), the employee learns about customer perception.

**OUTCOME:** *Attendees will walk away with very specific tips on being a good customer service provider and also being a good customer.*

# PERSONAL

## **Be An Owner Of Your Job, Not A Renter**

- The owners get it – they pick up trash, arrive to work early, have a positive attitude and are happy to have a job. Renters barely get to work on time, discuss their disappointment with their job to co-workers and customers and show their attitude through their negative body language. This course uses stories and role play examples to show clear examples of owners and renters and brings everyone together through discussion and role play. Owners are going to love it. Renters, well, not so much.

**OUTCOME:** Attendees will be able to define owner and renter traits and will learn new techniques on how to implement those traits.

## **Change Your Attitude, Change Your Underwear**

- Helps attendees understand how they have control of their attitude and NO ONE can change their attitude. You can't change their attitude but you can change how you act and react. We tell a LOT of attitude stories that, years after the training, people will quote! You will never forget the grocery store story!

**OUTCOME:** Attendees will explore their own attitude and will be given specific tips on how they can improve.

## **Live the life you have always wanted to live – every single day**

- How on earth can you live the life you have always wanted? It IS possible. The session will cover personal development, daily routines, “live your best life” apps and much more.

**OUTCOME:** Attendees will leave with applicable items that they can use to live the life they have always wanted to live

## **30 ways your staff can show kindness**

- A company who spreads kindness is a company that people want to support! Attendees will come up with 30 (or more) ways they can show kindness. Will also develop an action plan so the staff can start implementing immediately.

**OUTCOME:** Attendees will leave with a list of kindness ideas.

## **Social Media – How To Control The Negativity**

- Have you ever been on social media and when you were finished, you had this pit in the bottom of your stomach? Where did that pit come from? It came from the negative stories, bullying, bashing, slandering and negative comments. Social media is a staple in our society. It is a forum where individuals and businesses can express their thoughts, feelings and opinions. In this training, we will explore different scenarios and review the good, bad and ugly of social media.

**OUTCOME:** Attendees will explore different posts and responses on social media and will be given several tips on social media etiquette.

**SUGGESTION – the following three training sessions work best together.**

## **Stress is desserts spelled backwards**

- Feeling a little stressed? In today's rushed society, we believe that everyone feels a little stress sometimes. We can help with some tips and ideas to help remove some of the stress in life!

**OUTCOME:** Attendees will be provided with a plan of action on how to relieve some stress.

### Where do you find the time to manage time management

- There are many new ways to manage your time – and we are prepared to provide with all of the tips. Will cover what eats your time, how to find time and the importance of taking charge of your time. The class will cover both personal and business examples.

**OUTCOME:** *Attendees will be provided with a plan of action on how to manage their time.*

### Getting organized is just not a fad

- Getting a little more organized in your life changes everything! Join us for organizing ideas for both your personal and professional life.

**OUTCOME:** *Attendees will be provided with a plan of action on how to get better organized.*

### Networking for introverts and extroverts

- Networking ... defined by some as “the worst part of my job”. Not everyone enjoys networking – and we know that – so we have come up with a complete networking session. We will learn about new techniques, discuss what never to do at networking and how to follow up after a networking event. Everyone will role play so we can put all of the skills we learned into practice.

**OUTCOME:** *Attendees will learn new techniques to network and will then put them into place during the session.*

### Starring In Your Own Parade

- If you could have your own parade, who would you invite and why? In this training, we discover how and why we let people into our lives and more importantly, who and why it is okay to keep some of them out of our lives. We help you understand that you have the power to choose who rides on your float, who leads your parade, who is sitting in the lawn chairs along the route and of course, who we need to put in back, behind the horses!

**OUTCOME:** *Attendees will understand the roles people play in their lives and be able to determine the best place for those people to be in their lives.*

### Be An Owner of Your Life, Not A Renter

- Is there someone you know that you admire? They seem to have their whole life together and you wish you could too? Well, you CAN be an owner of your life. Learn ways to take your ownership back. Will discuss your time management, organization abilities and ways to multitask!

**OUTCOME:** *Attendees will be able to define owner and renter traits and will learn new techniques on how to implement those traits.*

### Run Your Business Like A Band

- Think of your favorite band in concert! The crowd is going wild. The music is spot on and everyone is talking about the concert the next day! What if your customers went wild, your staff was spot on and everyone was talking about your business the next day! You can create a business that hits all of those notes. In the class, we highlight successful band traits and incorporate them into your company. Come on – let’s make some music!

**OUTCOME:** *Attendees will lay out a plan for their own business, highlighting marketing, employee engagement and other traits found in successful bands.*

### In Search of Kindness and Gratitude

- We all have the power to be kind. Learn tips on showing kindness – to yourself and others.

**OUTCOME:** Attendees will walk away with 25+ examples that you can implement immediately.

### **Judging Doesn't Look Good On You**

- It is human nature to judge but you DO have the ability to decide what you do with those thoughts. Through videos, role plays and discussion, the group comes together to define judging and develop a plan to change the direction of their thinking.

**OUTCOME:** Attendees will see and hear different judgement examples and find areas for which they can improve in not judging.

### **Your First Job**

- The attendees will start from scratch learning very basic skills like how to apply for a job, how to interview, where to find jobs and what to do on their first day of work. They will also be shown how to work general office equipment, discuss the importance of work ethic and will role play several different scenarios. Attendees will leave with the ability to confidently move forward with their first job.

**OUTCOME:** Attendees will be able to apply for a job, interview and lay out plans for their first day of work.

### **Social media – what are you doing to contribute to the negativity**

- Social media has become a wonderful way to find lost animals, connect with your high school class, find the best bargains and look for a job. But, with the good comes the not-so-good. It has also become the most negative way of communication. We will explore a wide variety of posts and the best way to respond to those posts.

**OUTCOME:** Attendees will get a new perspective on social media and walk away with ideas on the best items to post.

### **Other options – personalized:**

- Podcasts
- Webinars
- Team meetings
- Customer service coaching
- Lunch and Learns
- Weekly videos

# CUSTOMER SERVICE EVALUATION

## From the Customer's Perspective

- Gives client a professional visit with very detailed and specific notes of their business. CS&B looks for positive encounters as well as areas of improvement and then compiles in a report. CS&B provides results, feedback and training. Results are incorporated directly into the training.
- Note: From A Customer's Perspective is not offered by itself – it must be combined with feedback and training.

**OUTCOME:** Attendees will leave with a sense of where the company is regarding customer service and a plan that can be implemented immediately.

NOTE: This is an add-on to additional training

\*also available as train-the-trainer who supervises customer service providers

Select what training modules you are interested in and we can put together a training incorporating all of them.