



# Delighting

*World-class service skills training*

# Customers

**FOR ALL EMPLOYEES**



## Delighting Customers for All Employees

"... the customer and the people who serve the customer are what it's all about."

TOM PETERS

"If you're not serving the customer, you'd better be serving someone who is."

KARL ALBRECHT

"The firm that keeps its customers happy is virtually unbeatable."

M. LELE

"All businesses are in the business of creating positive customer experiences."

RICHARD STRAND

Delighting Customers is a series of intensive facilitator-led, on-site service-skills training programs. There is the original Delighting Customers for All Employees, Delighting Customers for Call Centers, and Delighting Guests for the hospitality industry. Each program is one day or eight one-hour modules. And each is designed to give all your employees the skills and tools to build customer loyalty with even the most challenging customers while creating teamwork, increased sales, and a customer-focused culture.



### IN EACH PROGRAM, PARTICIPANTS LEARN "BEST-PRACTICE" SKILLS TO:

- Greet, build rapport, uncover needs, listen, clarify, explain, and delight customers
- Handle complaints, upset customers, negotiations, challenging situations
- Avoid misunderstandings, manage expectations, take responsibility
- Respond to requests, add to sales, and save upset customers
- Work in teams to build internal cooperation and communication

### TRUE WORLD-CLASS SKILLS TRAINING:

- Expert-designed, interactive video-based behavioral learning
- Fast-paced team activities, simulations, skill drills, competitions, and practices
- Observable mastery learning and testing
- Eight one-hour modules
- Detailed trainer step-by-step preparation instructions
- Full-color participant, trainer, and room materials

**New! Service Sells! one-day (or half-day) training empowers your service reps to up-sell and cross-sell to every customer AND increase customer loyalty. How? Service Sells! makes selling a natural part of every service process. The result - an immediate impact on sales and an increase in customer satisfaction.**

### EACH PROGRAM IS FAST, EASY, AND INEXPENSIVE TO DELIVER:

- Self-customizing and ready to implement
- Complete trainer self-study and preparation
- Deliver with our trainers or we'll train your trainers
- 4 to 24 participants per session
- 1- or 2-day, or spread out 8 one-hour modules

### Three Great Versions:

**Delighting Customers for All Employees, for Call Centers, and for Hospitality Industry PLUS Service Sells!**

Exceptional



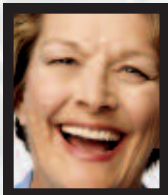
# "Perfect"

### IN DELIGHTING CUSTOMERS YOUR EMPLOYEES:

- Build rapport and connect with customers
- Delight even upset and complaining customers
- Ask questions, problem-solve, and explore solutions
- Explain to gain customer acceptance
- Say no, provide unpleasant information, and negotiate solutions
- Recognize unspoken needs for sales

### DELIGHTING CUSTOMERS FOR CALL CENTERS (AND HELP DESKS) ALSO INCLUDES:

- Call management skills
- Tone of voice, articulation, and conversational flow
- An optional module on writing e-mail
- A PILOT Call Monitoring form to assess actual skill use
- Call Center Metrics with industry standards and strategic responses
- The 32 PhoneRules to establish measurable call quality standards



### WITH SERVICE SELLS! YOUR PHONE AND IN-PERSON SERVICE REPS:

- Overcome their natural aversion to selling
- Bridge from helping to selling in a customer-friendly way
- Conduct productive up-selling and cross-selling discussions



- win commitments that contribute to revenue per account
- uphold warm customer relationships and rescue shaky ones

*Delighting Guests provides the same skills for face-to-face and phone service throughout the hospitality industry.*

### FIND OUT WHY DELIGHTING CUSTOMERS USERS INCLUDE:

- 1,800 IBM.com Call Center professionals
- 350 Dell phone professionals
- 2,200 Edward Jones financial planners and support people
- 3,200 Verizon Wireless sales and service reps
- 1,600 Carolina Power & Light employees

### ALSO, EACH PROGRAM INCLUDES OVER 75 TOOLKIT TECHNIQUES TO:

- Handle every inbound and outbound call situation
- Manage stress, image, and personal attitude
- Sell inbound and outbound to existing and new customers
- Build internal cooperation and teamwork

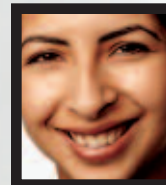
- Neutralize abusive and profane customers
- Conduct the GEM (Going the Extra Mile) employee recognition program

### AND COMPREHENSIVE MEASUREMENT TOOLS:

- On-the-job Behavior Observation Form
- Mastery Learning Test
- Performance Metrics and Industry Standards
- Customer Satisfaction Checklists
- Participant Feedback
- Training Implementation Checklists
- Estimates of Revenue Impacts

### PLUS A MANAGER TOOLKIT WITH 100 TOOLS TO:

- Hire and coach customer-focused employees
- Measure customer needs and satisfaction
- Build teams and reengineer work processes
- Build internal customer-focus and loyalty programs
- Conduct 20-minute on-the-job training sessions.



### AND NOW, THE WEB-BASED TRAINING VERSION OF DELIGHTING CUSTOMERS:

- Use to reinforce the seminar
- Use for remote-located employees
- Use as stand-alone skills-training

# DID YOU KNOW:

**Low service-quality companies average 1% ROS and lose 2% market share a year, and high service-quality companies average 12% ROS and grow 6%?**

**Only 4% of unhappy customers ever complain – 90% of non-complainers just go elsewhere?**

**If you solve a complaint, most (50% to 70%) will stay – solve it immediately and 95% will stay?**

**The average lifetime value of a customer is 10 times their initial purchase?**

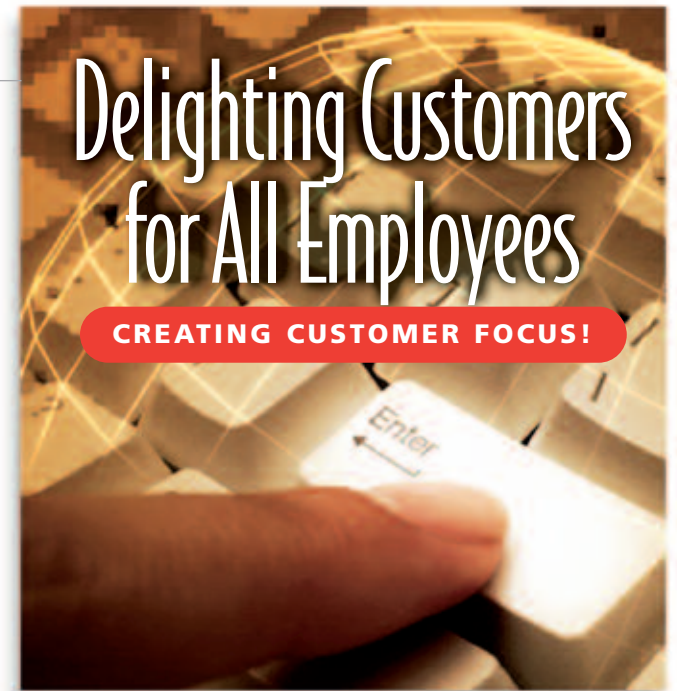
**It costs six times as much to attract a new customer as it does to save an existing customer?**

# "Upbeat"

# Call Us

*or go to our web site to:*

- Build world-class best-practices service skills
- Delight even upset and complaining customers
- Create a customer-focused culture
- Increase customer loyalty and retention
- Uncover customer needs and increase sales
- Make Customer Service a profit generator
- Provide justification to prevent budget cuts and add budget dollars
- Implement easy and flexible service skills training solutions



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