

Customer Relations and Interpersonal Skills

COURSE DURATION:

Five days

COURSE INTRODUCTION:

Drawing and keeping customers is the heart of any business endeavour. Just one negative experience for a customer can undo years of positive interaction with a company, and seldom is this interaction limited to the "sales team". This course is therefore designed to give trainees an understanding of the dynamics and importance of customer service excellence.

BENEFITS:

Trainees on this course will gain a comprehensive understanding of their specific role in the chain of customer service interaction, giving them the internal motivation to provide excellent service at every opportunity, regardless of whether they personally meet clients or not. Trainees will also have an opportunity to develop a customer satisfaction questionnaire which can be used to measure and improve service performance levels in their respective organisations.

WHO SHOULD ATTEND?

As customer service excellence has its roots throughout an organisation, all staff will benefit from this course. Indeed, Management should ensure that all personnel, regardless of function or rank, should attend this course in order to enhance customer service excellence.

COURSE METHODOLOGY:

This seminar is interactive, allowing for active participation and sharing of experience during sessions. There will be several short lectures, followed by case studies, exercises, videos, group discussions and practical assignments.

TOPICS TO BE COVERED:

<i>Day 1</i>

1. Introduction
 - The Dynamics and Importance of Customer Service
2. The importance of each customer
 - Getting to know your customers
 - Building relationships with your customers
 - Customer expectations and needs
 - Why customers buy

3. Elements of customer service
 - Attitude
 - Appearance
 - Communication
 - Body language
 - Communication on the telephone
 - Telephone etiquette

Day 2

4. Various customer interactions
 - What customers need from us
 - Making promises to customers
 - Saying "No" to customers
 - Building relationships
 - Product knowledge
 - The unhappy customer
5. Social styles and customer service
 - What is my social style?
 - Social style and effective interpersonal relationships
 - How to profile someone else's social style
 - How to predict behaviour using the social styles model
 - How to motivate someone else using the model
 - Increasing one's versatility at work

Day 3

6. Emotional Intelligence At Work
 - What is emotional intelligence, and why is there so much talk about "EQ" today?
 - What makes up my emotional intelligence?
 - How to develop your emotional intelligence (EQ)
 - What customers loathe

Day 4

7. What customers love
8. The importance of communication skills
 - Assertion vs. aggression and non-assertion
 - Recognising behaviour styles
 - Responsible language
 - Listening skills
 - Questioning techniques
9. Role play opportunities (with personalised feedback)
 - Making clear statements and acknowledging
 - Clarifying understanding
 - Giving and receiving instructions

- Giving and receiving criticism
- Persuasive communication techniques
- Dealing effectively with customers

Day 5

10. Three universal rules for effective interpersonal interactions
 - Asking for help in solving a problem
 - Listening and responding with empathy
 - Maintaining or enhancing self-esteem
11. Three components for building trust levels
 - Demonstrated competence
 - Perceived intent
 - Propriety
12. The Johari window
 - A model for developing and enhancing work relationships
 - Receiving feedback
 - Disclosing
13. Measuring customer service performance
 - Customer satisfaction

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