

Advanced customer service skills

Half or Full Day



This is tailored to meet your specific needs. You simply select the modules that will meet your objectives. We can incorporate your examples and guidelines at no additional cost.

The course includes elements from several of our most popular courses. Note: If all modules were included, the workshop would take 1.5 days.

What is excellent service?

- Who are your internal & external customers?
- What turns an *OK* level of service into *excellent* service?
- What are your personal strengths and limitations when dealing with customers?
- How to increase your credibility as a source of advice and help

Communicating confidently

- How to explain policies in plain English
- How to combine *verbal*, *visual* and *vocal* communication to add impact to your message
- The "power" words that always make you sound confident
- How to use your eye contact and body language to *look* confident when you *feel* unsure

Prioritising tasks

- How to prioritise your workload based on each task's *importance* and *urgency*
- Case Study - putting the prioritising system into practice
- Understanding the effect of the '80/20 rule' on your prioritising

Time management tools

- Simple strategies for controlling personal and phone interruptions
- 6 strategies for getting control of your email
- How to make the most of diaries and daily planners
- 3 tips for getting started on those big "yucky" jobs

Persuading customers to accept new systems

- The key to persuading people without manipulating them
- What are the most common blocks to people accepting change
- How to pinpoint whether a person's resistance is based on *logic* or *emotion*
- How to tailor your argument to address positions based on either logic and emotion



1300 884 486

training@developingpotential.com.au
www.developingpotential.com.au



A member of the group[®] of companies

(c) Developing Potential (Australia) Pty Ltd



Stressing benefits to 'sell' new ideas or policies

- What is the difference between a feature and benefit?
- Why don't features 'sell' policies as effectively as benefits?
- How to use benefits to sell unpopular policies

Dealing with difficult questions

- Why do people ask curly questions?
- The 3 step technique for replying to an aggressive question confidently and respectfully.
- Learn how professional presenters buy themselves time under pressure.
- What MUST you do if you don't know the answer?

Negotiating with customers

More complex discussions with customers often involve some 'give and take'. For example you may agree to provide a certain amount of information immediately if the customer is willing to wait for the remaining information. Typical negotiations include:

- Resolving a mistake made by your organisation
- Agreeing compensation for an error
- Agreeing timeframes and meetings
- Turning unreasonable demands into manageable demands
- Satisfying irate and emotional clients

We provide a simple structure for working through issues:

Understanding the context

- What does the customer really want to happen?
- What policy constraints will you need to comply with?
- Which issues have scope for flexibility (e.g. timeframes)?
- Does anyone else need to authorise your solution?
- What is your next best alternative outcome if you can't satisfy the customer?

Finding a solution

- Asking the right questions to uncover hidden issues
- How to decide what you can offer to satisfy the client, and comply with your policies
- How to stop the discussion becoming sidetracked
- How to identify 'signals' that the customer is close to accepting your solution
- How to confirm the outcome to avoid misunderstanding e.g. when do you write it down?



1300 884 486

training@developingpotential.com.au
www.developingpotential.com.au



A member of the group[®] of companies

(c) Developing Potential (Australia) Pty Ltd



Giving 'bad news' respectfully

- Which policies cause you the most grief at work?
- The proven 3 step technique for stating your view calmly and logically under pressure
- How to propose solutions to keep the discussion progressing forward

Managing aggressive customers

- Why do people become aggressive over seemingly minor issues?
- How to acknowledge the customer's anger without patronising them
- The key to controlling your frustration when people won't listen
- When does the behaviour of a customer become unacceptable?
- What do you do if a customer is behaving in an unacceptable way?

Writing clear letters and emails

- Identifying the objective of your document
- How to begin a letter or email
- The SCRAP structure for clear and professional letters and email messages
- How to conclude a 'difficult' letter or email
- 5 important tips for writing professional emails
- What are the current business writing conventions for letters and emails?

Writing in plain English

- How to use everyday terms for everyday ideas
- The key to writing letters in a personal style that is still professional
- How to tailor the language to the needs and knowledge of the reader
- How to turn bureaucratic waffle into plain English



1300 884 486

training@developingpotential.com.au
www.developingpotential.com.au



A member of the group[®] of companies

(c) Developing Potential (Australia) Pty Ltd