

# Professional customer service

## #1 Professional customer service– the newest trends in Customer Experience

- Current **standards** and **trends** in customer service,
- Determinants of the highest quality of customer service,
- **Customer Experience** – how to do it right - **10 commandments** of customer service culture according to **Tony Hsieh**,
- What to do to make clients feel that they are talking to a professional?

## #2 Customer service - personality type matching strategy

- Quick assessment of the client's **personality type** (according to **Carl G. Jung**),
- What does a specific type of client expect from you,
- Establishing threads of communication with each personality type,
- **How the behavior of each type changes under stress** - the client's "bad day",

## #3 Customer service based on building relationships

- Modern client – **trends, needs, behaviours**,
- **Purchase decision** - what the customer is guided by,
- How to build credibility and trust in relationship with client,
- **Individual approach on a mass scale** - how to achieve it,
- **6 ways to arouse sympathy during customer service** (according to **D. Carnegie**),
- Customer service with „**wow!**“ effect – effective methods.

## #4 Assertiveness and customer service

- Setting boundaries and assertive response to an attack - **reaction grading technique**,
- **How to say "no"** while maintaining good relations:
  - **Broken Record Technique**,
  - **Alternative™ Technique**,
  - **Zawisza™ Technique**.

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## #5 Effective communication - how to understand the client and be understood

- How to prepare for a conversation to make a good impression and encourage cooperation,
- The power of active listening - **how to avoid communication mistakes:**
  - **how to listen** – to catch what is most important and adjust the solution to the client's needs,
  - questions at various stages of the interview,
  - effective paraphrase,
  - **summary of the conversation** – how to make the „last“ good impression
- **Hidden Levels of Communication™** - how to present your own intentions and discover the client's intentions and thanks to that build lasting and satisfying relationships.
- **The power of words** – customer service through the prism of neurolinguistics:
  - how to express concern and care for the client,
  - how to **build** your own **authority**,
  - **which words to use** and which are better to avoid,
  - **positive language** and solution frame,
- **Language of benefits** - how to ethically direct the client towards the optimal solution,
- The secret of '**getting in tune**' with the client over the phone,
- **E-mail customer service** - how to do it professionally?

## How we take care of your needs:



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## #6 "Difficult customer" service - how to win over customers in difficult situations

- **Recognizing explicit** and implicit objection
- **Effective responses** to customer **complaints and dissatisfaction**,
- **Customer service on "no"** - objections management techniques:
  - direct rectification,
  - intermediate rectification,
  - compensation,
  - boomerang,
  - 4U™.
- **What to do if the client:**
  - is demanding and exerts pressure,
  - is aggressive - attacks and uses offensive language,
  - is arrogant and exalts himself,
  - is a "talker" - does not listen and does not let you come to a word,
  - manipulates,
  - is wrong or is on „no" with your suggestions and solutions.

## #7 Customer service and managing emotions and stress in difficult situations

- **Spiral of emotions** - how to control the client's and your own emotions,
- **Empathy in customer service** - how to reduce the level of tension in a conversation and direct it towards a solution,
- **Complaint** - "gift formula" in 8 steps (Barlow J., Møller K.),
- **Communicating unfavorable information for the client**,
- **Techniques for reducing stress and increasing resistance to stress.**



**You have any questions?  
Feel free to contact us!**

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