

Professional customer service

#1 Professional customer service – what are the latest trends in customer experience management (Customer Experience Management)?

- What are the current **standards and trends** in customer service?
- What are the determinants of the highest quality customer service?
- **Customer Experience Management** – how to do it well? Learn **Tony's 10 commandments** of customer service culture **Hsieh** .
- What to do to make customers feel that they are talking to a professional?

#2 Customer service based on relationship building - how to build trust, build and maintain good relationships with the customer?

- What is a modern customer like and what does he need in contact with a company employee?
- How to build credibility and trust in a relationship with a client?
- Individual approach on a mass scale – how to achieve it?
- How to arouse sympathy and win over the customer? - learn 6 ways to arouse sympathy during customer service according to: D.Carnegie . _
- How to achieve the "wow !" effect in customer service?

#3 How to match the customer service style and communication method to the customer's personality type?

- How to quickly assess the client's personality type (according to Carl G. Jung)?
- What does this type of customer expect from you?
- How to establish understanding with each personality type?
- How does the behavior of each type change under the influence of stress - the client's "bad day"?

#4 Effective communication – how to understand the customer and be understood?

- How to prepare for an interview to make a good impression and encourage cooperation?
- The power of active listening – how to avoid communication mistakes:
 - How to listen - to capture what is most important and appropriately tailor the solution to the client's needs,
 - What questions to use at particular stages of the interview,
 - How to effectively paraphrase a client's statements,
 - Conversation summary – how to make a "last" good impression?

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- **Hidden Levels of Messages™** - how to present your own intentions and discover the client's intentions and thus build lasting and satisfying relationships
- **The power of words** – customer service through the prism of neurolinguistics :
 - How to express care and concern for the customer,
 - How to build your own authority,
 - What words to use and which ones to avoid,
 - How can you present your solutions using positive language and a solution framework?
- **The language of benefits** - how to ethically direct the client to the optimal solution?
- What is the secret to **'tuning in' with a customer over the phone?**
- **E-mail customer service** - how to do it professionally?

#5 Handling a "difficult customer" - how to win over a customer in conflict situations?

- **Psychology of conflict** - how does a client who cares turn into an aggressive client?
- **Non-intuitiveness of conflict** - what are our natural behaviors in conflict and why do they lead to the escalation of the conflict with the client?
- Frustration, anger, anger, sadness, disappointment – what is behind the customer's emotions?
- How to activate your layers of care and empathy to genuinely take care of the client's needs when the client "shoots" at you? The powerful Transactional Analysis (AT) model and understanding the mechanisms of conflict escalation will allow you to abandon the false and negative approach of "confronting objections" and replace it with "taking care of objections".

How we take care of your needs :



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- How to take control of a conversation with a "difficult customer" and lead him from aggression, through understanding, to openness and gratitude - learn about **our proprietary tool for managing customer objections, EGO™**.
- When emotions calm down... How to substantively respond to customer objections - **objection management techniques**:
 - Direct correction
 - Indirect correction
 - Compensation
 - Boomerang
 - 4U™
- How to react when a customer reports a complaint - **"gift formula" in 8 steps** (Barlow J., Møller K.)
- **How to convey information that is unfavorable** to the customer (e.g. negative response to a complaint)?

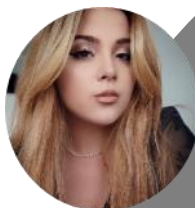
#6 Assertiveness and customer service - how to react when a customer crosses boundaries?

- **Grading reaction technique** - how to set boundaries and respond assertively to an attack?
- **How to say "no"** while maintaining good relationships:
 - **Broken Record Technique**
 - **Alternative Techniques™**
 - **Zawisza™ Techniques**
- What to do when a client:
 - He is demanding and puts pressure,
 - Is aggressive - attacks and uses offensive language,
 - He is arrogant and self-aggrandizing
 - He is a "chatterbox" - he doesn't listen and doesn't let you get a word in,
 - He manipulates
 - He is wrong or says "no" to your proposals and solutions.

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#7 Customer service and managing emotions and stress – how to take care of yourself in difficult situations?

- **Building a positive attitude** - how to change limiting beliefs into ones that will support you in dealing with a difficult customer?
- **Spiral of emotions** – how to stop **the client's and your own emotions growing during the conversation?**
- How to calm down after a difficult conversation and not transfer your emotions to another client, co-worker or family?
- How to increase your resistance to stress?



Do you have any questions?
Please contact me

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