

Creating Customer Loyalty™

overview

Creating Customer Loyalty™ is a specialized program designed to deeply enhance participants' ability to build relationships of service, trust and effectiveness with customers – both internal and external to the organization. This experiential training program deepens participants' self-awareness about their impact on others and how that translates to customer satisfaction.



In addition to enhancing the professional skills of building customer relations, the program also delivers strategies and techniques proven to bring high customer satisfaction, including how to deal with difficult customers. The open and honest inquiry method used in this program uncovers human foibles that sabotage customer service effectiveness and transforms them into assets.



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workshop benefits

- ▶ Expands Participant's Positivity
- ▶ Deepens Awareness of Impact on Others
- ▶ Provides Tools for Building Relationships
- ▶ Strengthens Essential Communication Skills
- ▶ Enhances Ability to Empathize with Customers
- ▶ Teaches Powerful Customer Service Techniques
- ▶ Provides a Process to View Everyone as a Customer
- ▶ Shares a New Approach to Handling Difficult Customers
- ▶ Promotes a Positive Service Oriented Culture

who should attend

- ▶ Managers & Supervisors
- ▶ All Staff Who Influence Internal or External Customers
- ▶ Front Line Customer Service Representatives

workshop materials

Every participant receives a copy of the Creating Customer Loyalty™ manual and a copy of the DiSC Personality Profile Assessment tool (optional).

1-800-501-1245

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www.BoldNewDirections.com

Creating Customer Loyalty™

discount options

Ask about our volume discounts for booking multiple workshops for your company, organization or association conference.

two day option

This workshop may be offered in a two day format with optional follow up coaching. Contact us for more information or to discuss your organization's unique needs.

book your workshop

Contact us today to discuss pricing and scheduling options that suit your organization.



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morning

- ▶ Redefining Customer Strengths & Weaknesses
- ▶ Uncovering Professional Strengths & Weaknesses
- ▶ Tuning Your Radar for Areas of Opportunity
- ▶ Choosing the Best from Within
- ▶ Understanding Behavior Styles
- ▶ Closing the Gap Between Differing Styles
- ▶ Delivering Customer Service Basics as a Standard
- ▶ Embracing a Solution Oriented Approach
- ▶ Responding with Timeliness & Effectiveness

afternoon

- ▶ Enhancing Connection with Every Customer
- ▶ Using Empathy as a Critical Tool
- ▶ Putting "Service" Back into Customer Service
- ▶ Exploring the Customer's Perspective
- ▶ Selecting Perspectives for Situational Success
- ▶ Elevating Esteem to Build Customer Loyalty
- ▶ Building Courage for Tough Questions & Requests
- ▶ Honing Authenticity & Truth-telling
- ▶ Build Stronger Relationships Over Time

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