

# 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.

**“Unless you have 100% customer satisfaction ...you must improve.”**

*-Horst Schulz*

This experiential training program deepens participants' self-awareness about their impact on others. The open and honest inquiry method also uncovers human hindrances that sabotage customer service effectiveness from the inside out.

In addition to enhancing the professional skills of building customer relations, the program also delivers tips and techniques proven to bring great customer satisfaction, including how to deal with difficult customers.

## 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



## WHO SHOULD ATTEND

- All executives & senior managers
- Managers & supervisors
- All staff who influence internal or external customers
- Front line customer service representatives



**Bold New Directions**  
TRANSFORMING PEOPLE & PERFORMANCE

# Creating Customer Loyalty™



## Day One - Morning

- Redefining "Customer" Current Strengths & Weaknesses
- Uncovering Current Professional & Personal Strengths & Weaknesses
- Tuning Radar for Conversational Areas of Opportunity
- Deepening Self-Awareness for Choosing the Best From Within
- Using DiSC Personal Profile to Close the Gap Between Differing Behavior Styles
- Delivering Customer Service Basics as a Standard
- Responding to Your Customer with Timeliness & Effectiveness

## Day One - Afternoon

- Empathizing for Enhanced Connection with Every Customer
- Putting "Service" Back into Customer Service
- Exploring & Understanding the Customer's Perspective
- Selecting From Multiple Perspectives for Situational Success
- Elevating Customer's Esteem to Build Essential Loyalty
- Growing Courage to Deal with Tough Questions, Requests & Customers
- Honing Authenticity & Truth-telling to Build Stronger Relationships Over Time

**Workshop Materials:** Every participant receives a DiSC Personal Profile Assessment tool, and a bound copy of the *Creating Customer Loyalty™* Workshop Manual (containing a synopsis of the course material plus work-sheets, examples and exercises).

**Coaching Option:** This workshop may be offered with individual or group follow-up coaching. Contact us for more information or to discuss your organization's unique needs.

**For More Information:**  
Contact us at 1-800-501-1245 or  
[info@boldnewdirections.com](mailto:info@boldnewdirections.com) or visit  
[www.boldnewdirections.com](http://www.boldnewdirections.com)



**Bold New Directions**  
TRANSFORMING PEOPLE & PERFORMANCE