

## Professional Development Training

# Beyond Gold™ Customer Service Skills

With the intensified competition that business faces today, and with virtual product parity, the one remaining differentiating factor is the quality of customer service. **Beyond Gold™** will help elevate your service above industry levels and increase customer retention and loyalty. Not all customers are the same, they need to be treated as individuals and this program helps you to make this adjustment.

Through a combination of assessments, discussions, simulations and role-plays, **Beyond Gold™** will teach you how to optimize each customer contact. Not only will you resolve more issues to the customer's satisfaction, but you will learn how to turn the opportunity into a new sale.

### Workshop Description

#### Customer Service Style

- Primary communication styles
- Understand your own style
- Recognize and adapt to the customer style
- Apply the CARE skill model
- Build trust and rapport

#### Customer Service Image

- How image affects loyalty
- Build supportive sales relationships
- Present yourself positively, adaptively and constructively
- Move from service to sales
- Sell the way each customer buys

#### Dealing with Difficult Customers

- Difficult personality patterns
- Decode behavior and motivations of difficult people
- Sharpen listening skills
- Assertiveness guidelines
- Reduce customer defection

#### Coping with the Stress of Customer Service

- Stress level measurements
- Optimize strengths and minimize stress-related behaviors
- Relax, rethink and balance
- Create motivating and less stressed environment
- Increase personal wellness and ability to manage stress

#### Who should attend

Customer service representatives  
Call center employees  
Account managers

#### Workshop Length

One day per module

#### Workshop Materials

Workshop Manual  
Adaptive Index™

### The Challenge

*Do your customers always receive a friendly "ready to help" greeting from customer service?*

*Do you know your level of customer satisfaction?*

*Do your customer service people add value to customer contact opportunities?*

Beyond Gold™ will address these and many other issues critical to customer satisfaction, while helping develop a confident and positive manner that enhances your company image.

### Training and Consulting Services Available:

Adaptive Index™  
Adaptive Leadership™  
Adaptive Selling®  
Beyond Gold™ Customer Service  
Better Together™ Team Effectiveness  
Change Management  
CLEAR Communications™  
Conflict Management  
Enhancing Client Relationships  
Executive Coaching  
Interviewing & Selection  
Job FIT™  
Leading Virtual Teams  
Negotiation Skills  
Performance Development Survey (360°)  
Project Leadership  
Project Management Tools & Techniques  
Work Climate Inventory