

# **Positive Customer Care**

## **Course ref:CF2**

### **Course aims:**

- to help delegates understand the value of customers
- To develop delegates' skills in making customers come back
- To help delegates deal with customers who display difficult behaviour
- To help delegates cope with pressure from demanding customers

### **Benefits of attending:**

- High quality training by experienced customer care professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

### **Outline of programme:**

This workshop shows delegates how to look after their customers, so that their customers will look after them.

On this workshop, you will learn:

- How to make customers feel appreciated
- How to turn customer complaints into customer satisfaction
- Why you need to present a consistent image
- How to see yourselves (and your company) as others see you
- Why listening is a lost art, and how to re-discover it
- How to sound enthusiastic, all day long
- Three ways to calm down difficult customers
- What to do when the customer is wrong, but believes he is right
- Ways to recognise and handle internal and external customers
- When it's OK to say 'no'
- What you need to know to solve customers problems

**Duration:** This course normally operates as a 1 day course, depending on the depth required and issues which need to be covered. It is additionally available in a specialised format for service engineers. It can also be run as part of a series, together with First Impressions Count, Every Call Counts, and Assertiveness in Action.