

OUTLINE PROGRAMME

Customer service skills

- 1 Who are my Customers?**
 - a. External customers
 - b. Internal customers
- 2 Why do customers matter?**
- 3 Who are my 'important' customers?**
- 4 How can I excel in Customer Care?**
 - a. Training and Development
 - b. Team building
 - c. Building your personal confidence
 - d. Belief in your 'Product'
 - e. Knowing your 'Product'
- 5 What is Customer Care?**
- 6 Where does Customer Care Begin?**
- 7 Why is Customer Care Important?**
- 8 Understanding your Customers' Needs**
 - a. Establishing the need
 - b. Fulfilling the need
 - c. What to do when you can't fulfil the need
- 9 Listening Skills**
 - a. Face to face
 - b. On the telephone
- 10 Communication Skills**
 - a. Written
 - b. Verbal
 - c. Non verbal
 - d. Understanding body language
 - e. Understanding communication styles
- 11 How to say 'No' and make it sound like 'Yes!'**
- 12 Collaborating with your Customers**
- 13 Dealing with Customers**
 - a. Awkward customers
 - b. Senior Managers
 - c. Difficult customers
 - d. Junior staff
 - e. People you dislike
- 14 After Sales Service**
 - a. What is 'after sales' service
 - b. Going the 'extra mile'
- 15 Ten Ways to alienate your customers!**
- 16 A Customer 'charter'**



GHA (Cornwall) Ltd

**Employment Law &
H R Management Advice**

**IT and Business Skills
Training and Consultancy**

Grosvenor House
Fore Street
St Stephen-in-Brannel
St Austell
Cornwall
PL26 7NN

Tel: 01726 824574

Fax: 01726 823247

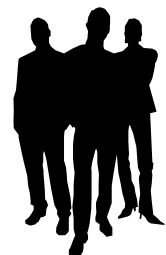
Mob: 07767 896226

Email:

Training@ghacornwall.co.uk
Employmentlaw@ghacornwall.co.uk

www.ghacornwall.co.uk

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