



# Corporate Coach Group

Training that transforms



## Training Plan Customer Service Training

## A Training Plan for Your Organisation

### What is the purpose of the training?

The purpose of the training is to initiate a process of rapid improvement, by means of achieving a shared understanding of the correct knowledge and skills that we need to employ, if we are to achieve our stated goals.

### Customer Service Course Summary

Customer service is essential because every organisation needs the continued support of its customers. Whenever clients lose faith in the willingness of organisations to give good service, they find alternative suppliers. To live long and prosper, every organisation needs to master the art of customer service.

This one-day course teaches customer service by breaking it into three parts: A model that describes the process of Excellent Customer Service; Special Communication skills; How attitudes affect customers.

### Learning Outcomes for the Customer Service Course

- Master the six steps of great Customer Service
- Give a friendly greeting and introduction
- Accurately analyse your customers' individual needs
- Give a professional presentation of your product or service
- Agree specific actions
- Provide a prompt delivery of your product and service
- Win more business by making a request for a referred lead

### Customer Review

“ I felt the course content was very useful and interesting to learn various techniques/situations to put into practise in my job role. The trainer's presentation was very clear and understanding, a nice interaction with all the group, with gentle humour added in.

*Vicky White  
The Highways Agency*

## Customer Service Training Course Overview

We have divided the course into three parts: the excellent customer service process, customer service communication skills and customer service attitudes.

The customer service process is itself made up of: introduction, empathy, investigation, proposed solution, confirmation, close. You will learn the skills relating to each of these parts.

Communication skills consists of: words/ phrases we should use, words/ phrases we should never use, correct voice tones, the importance of good accurate notes.

Customer service attitudes: How attitudes can help or hinder customer service. How to keep a positive attitude, even on tough days.

When people finish this training, they are fully equipped to deliver excellent customer service. Which is good for you, good for them and good for the organisation.

### Customer Review

“ The course content was very useful, exactly what I was looking for. Encouraged thought and methods to take back to the workplace. The trainer’s presentation was very clear, Chris not only delivers the training but stands behind his methods and believes in the content.

*Tony Stuchfield  
Primecare*



## Customer Service Training Course Details

Morning Session

### Introduction to Customer Service Training

Customer service is important because people respond emotionally to every aspect of your product or service. You need to be able to create a lasting positive impression in the mind of your customer, whilst at the same time, building your business.



### What is the customer service experience?

There are six parts to the customer service experience:

- Greetings and introduction
- Analysis of customer needs
- Presentation of product and service
- Close to action
- Delivery of product and service
- After sales service and request for referral

## Greetings and introduction

First impressions do count. First impressions set the scene for the relationship.

Once a person has made up their mind about someone, then they tend to engage in a process of selective perception, whereby they will tend to gather supporting evidence to justify the original impression.

For instance, if on meeting someone, you form a bad first impression based on something they say, or do, then you tend to see other bad things and you downgrade any good things they may do.

If you form a good first impression, then you tend to see other good things they do and you excuse the bad things they may do.

## People do "judge books by their covers"

People do make emotional judgements of others, based upon what they see and hear.

People will judge you by everything you say and everything you do, as well as everything you fail to say and everything you fail to do.

For instance:

- When you smile, and say "good morning", that says one thing.
- If you don't smile, and you fail to say "good morning", then that says another thing.

## Elements of first impressions

What you should do in the first few minutes of meeting someone?

- Visual - what they see
- Sound - what they hear
- Emotions - how they feel

## Analysis and investigation of customer needs

When you meet someone your overarching principle is this:  
How can your products and services be of genuine assistance to make this person's life better?

In order to help someone, you need to keep your eyes, ears, and mind open.

- Ask them questions about what they have now.
- Ask them questions about what they would like, or need in the future.

The difference between what the customer has now and what the customer would like in the future, is the way you can add value to the customer.

It is your opportunity to help them and your business, at the same time.

## Success is essentially simple

To succeed you need to find ways to make your customers lives better.

You do that by finding ways you can add value to them.  
You do that by providing them with your skills, knowledge, products and services.

## Communication: The proper use of language

How can you gain a mutual understanding and a sense of cooperation? By your use of the right words.

Five polite phrases you need to use as a speech habit:

1. Yes, please.
2. No, thank you.
3. Would you mind if we ...?
4. Would you please ...?
5. Thank you very much, I appreciate it.

In addition, show genuine interest in anything of note.

### Avoid the bad use of words

Any form of profane language.

Moaning, whining and complaining about anything.

Complaining to your customer about other parts of your business. The office staff, the management, etc. Anything which may create a negative thought in the mind of the customer.

For example, if the customer ever thinks:

- They don't care about me.
- How long is this going to take?
- This person is rude!

Then your chances of pleasing your customer are gone.

## Afternoon Session

### Communication

Tones: Pace and intensity of the message

Speed: how much information can you give to someone before they become confused? It is an error to give too much information, too quickly.

### Intensity of your own emotion

Any expression of annoyance, anger, frustration or bad mood will trigger a negative customer response in return.

### Body language

- Dress code: what you are wearing and how it looks.
- Posture: how you stand, or sit.
- Touch: Handshake
- Touch: Any other form of touch, other than handshake
- Hand and arm gestures
- Eye contact
- Facial expression
- Proximity (personal space)
- Body odour
- Scent / breath. Be wary of: coffee, cigarettes, alcohol

### Physical surroundings must create a positive emotion

1. Tools and equipment
2. Accessories and badges etc
3. Vehicle
4. Tools
5. Equipment
6. Accessories
7. Business cards
8. Paperwork and contracts
9. Others



## Politeness, proper sense of humour and good sense of etiquette

Humour is a double-edged sword:

- Amusing with a nice sense of humour.
- Silly and a bit of a clown, or a joker.

## Timeliness and its effect on the mind of the others

If you are inexplicably late or slow, then it makes a big dent in the mind of your customer. You need to be on time, or at least keep them informed of any changes in your arrival time.

Time is precious.

## Professionalism

What does the term professional mean to you?

What are the six key distinguishing characteristics that separate a professional attitude, from a non-professional attitude?

1. Caring
2. Helpful
3. Knowledgeable
4. Good listener
5. Friendly
6. Consistent

## Ask for referrals

In order to build the business, we would like more customers. And we can get more customers by gaining referrals.

A referred lead is when someone recommends a product or service to a friend or a colleague, based upon a personal experience.

Remember this: Everyone knows someone who needs your products or service.

- If you ask for referrals, then you may get one.
- If you don't ask them, then you won't.

You need to find a way to gain more referrals.



Referrals should come at the successful completion of the task and when the customer is pleased with the service you have given.

### Summary and Action Plan

## Training Costs / Investment

### Bespoke In-House or Live-Online Course

£2,150 + VAT per training day, (8 – 16 delegates)

Plus, travel and hotel accommodation for trainer if needed (Premier Inn type)

*International Price Varies*

In-House training has been designed to provide a similar experience to our open courses, however we can tailor the content to fit your specific needs.

We are able to train in your timezone.

### All our training includes:

- A full day of quality training, delivered by an experienced trainer
- Total of 6 CPD training hours (usually 9am - 4.30pm), plus an additional 2-3 via post-course online independent learning
- Full course training workbooks
- Training certificate
- Access to additional free training material after the course via our post-course portal
- 3 months free telephone coaching: Whilst you are implementing what you have learned, if you need to, you can contact us for support and guidance

### We suggest the following plan of action:

Please send to us:

1. Any amendments or changes you wish to make to the programme.
2. Your thoughts.
3. The next step you would like us to take.

Thank you.

Corporate Coach Training Ltd  
Walcot House  
Parton Road  
Churchdown  
Gloucestershire  
GL3 2JJ

Email: [lindsey@corporatecoachgroup.com](mailto:lindsey@corporatecoachgroup.com)

Tel: +44 (0) 1452 856091

## Customer Reviews

“ I thoroughly enjoyed the course, especially the area of prioritising my work and not letting other people’s actions determine how my day goes. Excellent content. The training presentation was very good and the models and diagrams were very helpful in making things and ideas easier to understand/grasp.

*Ayum Etta  
Niger Delta Development Commission*

“ The course was well structured with a good flow of topics which led onto the next topic. I liked the interactive part, working with the other attendees. Thank you for delivering a course with NO power point slides. It was really refreshing. The trainer’s presentation was excellent! Informative, engaging, very knowledgeable and the real-life examples were excellent.

*Pam Holley  
RWE Supply and Training*

“ Broad content covered at speed, but with practical and helpful reference to real world experience. Provoked thought about positive actions to take in my workplace, for both myself and others. The trainer’s presentation was positive, with a vibrant delivery style. Kept attention and focus.

*John Mahoney  
Yamaha Music Europe Ltd*

“ Training course content was very useful in putting logical structures around common problems and ways of thinking. Good balance of verbal and visual material. Good delegate interaction without pressure. Trainer’s presentation was very engaging with infectious energy and just the right amount of humour.

*Rob Hambling  
NHS Western Cheshire*