

## Moments of Truth

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# Towards Creating Customer Service Excellence

## Rationale for this Workshop

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Jan Carlzon has been an inspirational voice for exceptional customer service.

Companies spend huge amounts of money on marketing and advertising their products and services with the intention of attracting new customers and retaining existing ones. This money is wasted if staff fails to give a level of service required to encourage purchase, and ultimately a decision to return to this company. We cannot compete solely on the basis of product or price. Increasingly, a company is judged on its attention to the customer.

W. Edwards Deming said:

***“It will not suffice to have customers that are merely satisfied. Customers that are unhappy and some that are merely satisfied – switch. Profit comes from repeat customers – those that boast about the product or service”***

## Workshop Goal

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This module will provide the learner with the knowledge and skills needed to anticipate and respond in various constructive ways to the problems customers inevitably meet. They will discuss the importance of the value-added ingredients in exceptional customer care.

## Workshop Objectives

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- Analyze the problems of poor customer service and how to deal with them.
- Analyze your current methods of dealing with the customer and identify your strengths and weaknesses.
- Demonstrate learning and understanding of current customer care concepts.
- Understand the value of effective customer care to a company.
- Discuss how can good customer service be a standard and not an exception.
- Understanding the basic customer’s needs
- Analyze the benefits of internal customer service.
- How to handle an upset customer and their complaints
- The program will help to develop & implement an appropriate customer service quality through active listening & questioning techniques.
- The participants will have better understanding of the customers’ needs & assertively manage the conversation with difficult or irate customers.

***Anytime a customer comes into contact with any aspect of a business, however remote, is an opportunity to form an impression” – Jan Carlzon***

What makes service truly remarkable? Great service is not an event, it is a process that requires active, willing and competent participation of all employees.

Service must be customer-driven so their satisfaction is the ultimate measure of our success. Customers want to do business with people who make them feel good about themselves and their decisions. How we say good bye is as important as how we say hello. The way we help to solve a dilemma is just as important as its outcome because it will *determine* the outcome.

We all have important roles in a sequence of events that culminate in a positive customer service experience. Each job is a part of the chain reaction with our co-workers which impacts upon the response of our customers – this linkage is what remarkable service is all about.

We make choices every day about our customers. We make the choice when we say, “This customer is taking up my valuable time” or by saying, “This customer makes my job possible!”

In the book ***Moments of Truth***, it speaks about the quality of contact between an individual customer and the employee that serves the customer directly. There are so many contacts that occur each day, month, year between the staff and the customers. Cumulatively they are in the thousands or even millions. These are called by author Jan Carlzon, “moments of truth”. They ultimately determine whether a company will succeed or fail as a company. They are the special moments when we must prove to our customers that your company is the best alternative to do business with.

Perceptions are everything and during each moment you are in contact with a customer, **you** are the organisation. Make the most of that moment, that opportunity.

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## Sales / Marketing

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Module Name: “A Driving Sales Force: A Bestseller”

Duration: 2 Days

### Aim

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This module will equip the learner with a range of knowledge and skills that are fundamental to selling the product and services of their company.

Selling is the process of helping someone discover something of value. The ‘salesperson’ of today is required to possess a whole range of skills in order to be effective. More is being asked of less. Good business practice is therefore imperative just to keep up with your competitors. In “A Driving Sales Force: A Bestseller” we examine some ‘basic’ and advanced skills, but as they say common sense is not common practice.

This course is designed with an emphasis on dealing effectively with the customer (client) in order to promote on-going company/customer relationships. It is vitally important that the customer understands that they are important and that we are concerned about doing something to meet their needs and solve their problems. This training program is by design interactive and its content meets the needs of all employees today.

***You have to perform at a consistently higher level than others. That’s the mark of a true professional.”***

### Target Group

This hands-on, exercise driven program teaches skills that boost sales and profitability to anyone that has influence over the sales function. This program of the sales process, negotiations, communication skills, presentations, building and maintaining long lasting relationships, and professional behavior, are relevant to the working life of a salesperson. All these ingredients will be necessary for a sales team of the future. At the end of this training program the trainee will be able to deal with local and international customers by utilizing effective sales and communication skills.

Through this highly interactive and established course, they will develop a framework and understanding of tools and methods available, that are needed to achieve better sales.

The contents will benefit various members of your staff that need to acquire knowledge in an efficient manner or refresh their existing knowledge, and anyone needing to understand or effectively communicate the rationale for more effective Sales.

## Methodology

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This seminar will contain some video and audio interviews, film clip, global company perspectives obtained by Rick, examples, stories and cases. Plus, group discussions, exercises, feedback questions and actual case studies and stories

The goal is to lead the participants towards learning objectives. The program will be delivered in a training atmosphere that encourages two-way communication in a non-threatening, 'open' and enjoyable environment.

## Course Objectives and Highlights

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- Understand why effective selling involves a range of skills in the “Sales process”
- Recognize that we must constantly innovate and be creative in today’s’ market place
- Appreciate that professional skills will gain you the “competitive edge”
- Gain overall understanding of how product knowledge, presentation skills, and enthusiasm are vital to your selling career
- Understand the value of building deeper, more long lasting relationships with your customers
- Understand the “Sales Process”
- Recognise how customers think and feel and to empathise with them
- Recognise the need for thorough preparation and planning prior to meetings with customers
- Understand the correct use of the telephone
- Use of effective questioning and listening skills
- Learn how to handle objections to buying
- Recognise the ingredients that make a successful sales person
- Recognise the reasons behind buying and selling

***Dedicate yourself to building and maintaining high-quality selling relationships with every prospect and customer”***

## Benefits

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A highly qualified salesman, Rick has made in excess of 10,000 sales calls in his career. He was “Salesperson of the Year” and has a 100% record in meeting revenue budgets set. His practical international (Europe, Australia, Americas, Middle East, Asia) sales experience ensures that all learning content is communicated by using proven methods. The training program will meet the learning needs because of the interaction and group participation that will be required from each participant. We work in a relaxed and non-threatening manner, so each participant can adjust and warm to the learning atmosphere in their own way. We will encourage natural learning methods where their work situations will be brought into the training wherever possible with role-plays, references to their own experiences, and of course their trainers experience.