



- Best Practices Workshop -

Delivering Superior Customer Service

Highly functioning Customer Service teams are viewed by their customers as **partners**, not simply suppliers. The ability to effectively represent your company to the customer and the customer to your company is a **competitive** differentiator that requires **skilled** and aligned customer service team members.

This **6-hour workshop** provides best practice skills and tools to enable your business teams to deliver superior service by managing customer expectations and building customer relationships.

Focus Areas

- Managing dual roles:
 - Representing the customer to your company
 - Representing your company to the customer
- Determining Customer Wants vs. Needs
- Balancing a Customer vs. Product Focus
- Interacting with Different Customer Personality Types
- Knowing Your Customer's Business
- Communicating Effectively:
 - Communication Types
 - Communication Model
 - Listening Skills and Blocks
- Handling Non-Standard and Out of Scope Requests
- Dealing with Difficult Customer Situations
- Managing Time and Tasks in a Customer Service Environment
- Analyzing a Customer SWOT

- *Customer Service* -
IS AN ATTITUDE
Not a Department

Tuesday, June 2, 2020 from 8:30 am – 3:30 pm

At the Schmidt Training and Technology Center, RACC Campus
15 North Front Street, Reading PA 19601 – Free Parking in Adjacent Garage

[Click here to Register.](#)

Cost: \$495 / person (includes Course Material, Lunch and Refreshments)

Want this course taught on-site to your management team, we can customize course content to target your specific business needs. - Contact Allison Creveling (acreveling@racc.edu) or 610 607 6208.

Contact Mike Salute (msalute@racc.edu) for more information.