



## **Onsite Workshops for Your Customer-contact Employees**

Half- and full-day training programs to enhance  
customer satisfaction and bottom-line results

***The Country's  
Most Respected  
Customer Service Workshops***

*from*





## Customer Service Training, At Your Convenience

### A Modular Employee Development Solution...

TSOD's acclaimed customer service workshop series is designed specifically to help organizations establish and foster a climate in which customer service is a professional commitment. This program is appropriate for teams at all levels and in all business lines, including customer-contact staff members outside the primary customer service umbrella.

This unique training system allows you to choose the modules appropriate for your specific needs. The workshop experience is further customized to include small-group exercises and practice scenarios that typify the challenges that exist in your customer service program.

The result of this team-specific approach to training is the attainment of team-specific goals; your employees will graduate with fresh, practical methods for optimizing their contact with customers, and they'll be motivated to put their new insights to work immediately.

This program pays for itself immediately. You'll prevent errors that compromise customer loyalty, and you'll enjoy the fruits of your organization's enhanced reputation.

### Programs at Your Location, to Benefit Your Team, Exclusively

Your team is unique, your needs are unique, and your training should be unique. TSOD's onsite workshops offer the most effective and time-efficient boost to your customer service finesse.

We never conduct public, hotel-based seminars because their one-size-fits-all approach doesn't fulfill anybody's learning goals.

By conducting team-specific training, you'll benefit from shared insights, new solutions, and a refreshed perspective. And you'll pay far less than the cost of shipping employees to hotel seminars one-by-one.



#### **Half-Day Customer Service Workshops . . .**

. . . give your employees an informative and motivational jump start; a fast and economical realignment of priorities and perspectives. You'll choose any three workshop modules to cover the needs you find most important to your customer service program. And you'll have the opportunity to add another half day of training in the months to come.

#### **Full-Day Customer Service Workshops. . .**

. . . include any six customer service training modules to create a customized, complete customer service learning experience for your team. This is our most popular option, because it grounds your team in the full spectrum of customer service capabilities. This application-level learning experience is ideal not only for customer service team members, but for sales professionals, technicians, managers, and front-office staffers with customer-contact potential.



## Effective Training, Guaranteed Reliability

TSOD Customer Service Workshops are available at your location, for your team, anywhere in the United States. We'll provide instructional services and all course materials. We'll ask you to provide training space and, of course, participants.

You'll always benefit from our fully bundled tuition rates, which ensure that your costs are reasonable and predictable. We never add additional fees for instructor travel, expenses, participant materials, or anything else.

And you should know: Our six-year reliability rate: 100%.

Our independently assessed customer satisfaction rate: 100%.

## Choose The Modules to Meet Your Needs

This onsite, team-focused workshop upgrades skills and effectiveness across your entire workgroup. You choose the areas to accentuate:

### **Module 1: Putting the Customer First: a Culture**

Any ol' organization can claim to put the customer first, and many list great customer service as one of their guiding principles. But you and I see the truth every day: For many businesses, the guiding light of great customer service gets pretty dim by the time it reaches the ground level of the organization. This module explores the exceptions: the companies whose success stems from a sincere culture of customer service, and how others can benefit from these examples.

### **Module 2: Essential Customer Service Skills**

What are the essential skills your people must have to make customer service the talk of your industry? They include active listening, flexibility, empathy, and the ability to quickly assess the needs of those to whom they speak. You'll see how to exercise these skills to positive benefit for your customers and your business.

### **Module 3: The Front Lines**

How you handle your customers' direct inquiries often says more about your business than the final outcome. You'll learn and practice the skills necessary for dealing directly with your customers—in person; on the telephone; and in written correspondence, both through email and standard mail response. You will also learn how to turn your customer service department into another profit center.

### **Module 4: Relationship-building: The Often-overlooked Secret to Great Customer Service**

You'll learn, from case studies, anecdotes and a facilitated group discovery session, how a transaction-based customer service model can only and inevitably lead to problems; while a relationship-based model will create an environment where both you and your customers will strive for a win-win scenario every time.

### **Module 5: Negotiating in Good Faith: How to Create the Win-Win**

You'll discover what every customer really wants—to get a deal that feels like value and is fair to you. Most reasonable customers understand that you are entitled to a fair profit for your product or service, and no one wants to take that away from you. You will encounter some who do, and you'll learn what to do in those situations so that everyone benefits.



### **Module 6: Dealing with Hostile Situations**

No matter what you do, there will always be the “unreasonable” customer. They are, in many ways, the easiest ones to handle, and their needs and wants are often the most simple. You’ll learn the skills to recognize them, how to handle them, and how to turn them into some of your most loyal customers.

### **Module 7: Turning Customer Complaints into Solutions**

In an environment where “get the sale” is paramount, it is an often-forgotten concept that selling a customer up to a higher-grade product than they initially thought they needed is not only good for your business, but good for the customer. You will benefit from detailed discussions of how to ensure the complete satisfaction of an unhappy customer while at the same time improving your bottom line.

### **Module 8: Customer Service Skills For Organizational Leaders**

Great customer services flows throughout quality-conscious organizations. In this module, participants explore the role played by executives, managers, and other thought leaders in support of great customer service. You’ll learn how truly committed managers can make the difference between a workable business and a spectacularly successful one, and how to turn your managers into leaders.

## **Work with a Uniquely Qualified Facilitation Team**

TSOD’s customer service facilitators are customer service gurus who share two qualifications: First, they’ve “been there” in the customer service trenches where the textbook solutions aren’t always the best ideas, and secondly, they have the proven ability to engage, interact with, and inspire their groups. Simply put, TSOD’s experienced customer service trainers will keep your team engaged and focused on the workshop goals.

You’ll benefit from in-depth customer service insights, and of course, you’ll enjoy TSOD’s proven finesse in conducting interactive, results-oriented adult education programs.

## **Schedule Your Workshop**

TSOD Customer Service Training Programs are conducted at your location, at your convenience, nationwide. Programs are scheduled for groups of ten or more participants.

[Contact us by Phone or Online](#)

[Review the Customer Service Course Description](#)

[Schedule Your Training Program Easily, Quickly: www.tsod.com/express](http://www.tsod.com/express)





**It's a fine pen.**  
But you shouldn't have to  
pay extra for it.

- Or for instructor expenses.
- Or for student materials.
- Or for anything else.

**TSOD's All-Inclusive Tuition...**

...includes facilitation services, participant materials, and instructor expenses. It means that your workshop investment is reasonable and predictable.

**Customer Service Workshop**  
**Rates Available On Request**



**Comprehensive Course Kits, Yours Free**

Tuition includes the Customer Service Workshop Guide and our executive-style conference kit.

If you'll supply the location and the participants, we'll supply everything your team needs to gain maximum benefit from this learning experience.

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