

Customer SatisfACTION Strategies

... The Art of Exceeding Customer Expectations

Part of the “Strategic Selling Skills” Curriculum

A 1-Day Workshop designed to help business professionals attract, satisfy, and preserve “customers”, both internal and external.

Why train your professionals in Customer SatisfACTION Strategies?

Satisfied customers impact an organization’s bottom line more than any ad campaign or public relations effort. Most companies know that a satisfied customer translates directly to increased profits. Dissatisfied customers produce devastating ripple effects.

Customer loyalty is the key to building a thriving business. Companies create loyalty by exceeding customer expectations. It costs five times as much to generate a new customer than to keep an existing one.

Customer service is the competitive battleground in the marketplace!

What skills will a participant learn?

By attending the CSS workshop, your professionals will learn:

- ⇒ A concept called E-Plus and the importance of **exceeding customer expectations** to create loyalty and repeat business
- ⇒ Twelve critical customer service behaviors
- ⇒ Six ways to exceed customer expectations (VISPAC)
- ⇒ The cost of a lost customer and the ripple effects of poor service
- ⇒ How to identify customer “turnoffs”

How will the participant benefit from the CSS workshop?

Each workshop participant will to create a customer service strategy that enhances customer satisfaction, loyalty, and retention.

Participants come away from the training with a renewed commitment to satisfy every customer. Each participant will develop a personal strategy for exceeding customer expectations in their job.

How will the corporation benefit from the CSS workshop?

After the workshop, corporations will see:

- ✓ Increased sales
- ✓ Improved customer satisfaction
- ✓ Better customer retention
- ✓ Happy, successful employees
- ✓ Employee longevity



What message are you sending your customers?