

## **Proactive Service® Workshop**

### Overview

Are you able to capitalize on the relationships that your service technicians have with your customers? Do you think that there is more that your firm could do to help your customers if only your field service team took a more proactive approach to discuss your services? What would it mean to your business if you were able to convert those relationships into increased customer satisfaction levels and higher revenues? If you ever wondered about these issues, then the **Proactive Service®** Workshop is likely for you.

The **Proactive Service®** Workshop has been specifically designed to help field service technicians identify and close more business opportunities by building and leveraging stronger, more durable business relationships based on personal and professional credibility. The Workshop helps technicians recognize how they can add much more value and provide even higher levels of service if they take a proactive approach to discussing ways their firms can help the customer.

The **Proactive Service®** workshop has proven to be of value to organizations of all sizes. Real-world benefits can include reduced staff turnover, higher customer retention rates and more profitable contracts. The **Proactive Service®** training program has received Gold Seal Certification from the Canadian Construction Association Gold Seal Accreditation Board.



The workshop starts by helping technicians realize the role of personal credibility in establishing valuable customer relationships. Each participant creates a personal strategy to build higher levels of personal credibility with their customers through their everyday activities. We then focus on developing professional credibility. We explore the implications of the fact that customers evaluate the quality of the service delivered based on their observations of how the work is performed. We show them how each customer interaction communicates that value and what they can do to ensure that the customer fully appreciates the quality of their work. Based on this foundation, we help technicians recognize how recommending services to the customer to help them run their facilities more effectively is a valuable service and not a sale and we present a simple, yet effective approach for engaging the customer in conversation.

### **Proactive Service® Workshop—Who should attend?**

- Employees new to field/customer service,
- Experienced service technicians to fine tune their skills
- Service Managers and Supervisors
- Salespeople who work closely with field service personnel
- Dispatchers and other service support staff

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### Typical Workshop Content

<b>Workshop Module</b>	<b>Content Summary</b>	<b>Training Impact</b>	<b>Business Impact</b>
<b>Personal Credibility</b>	<ul style="list-style-type: none"> <li>• Personal Credibility – its role in the service experience</li> <li>• The foundation of personal credibility</li> <li>• Steps to build personal credibility</li> </ul>	<ul style="list-style-type: none"> <li>• Provides participants with understanding of the critical aspects of growing and maintaining personal credibility.</li> <li>• Participants develop their own plan of action to build personal credibility</li> </ul>	<ul style="list-style-type: none"> <li>• Higher bonds of trust</li> <li>• Increased customer confidence</li> <li>• Higher levels of customer retention and satisfaction</li> </ul>
<b>Professional Credibility</b>	<ul style="list-style-type: none"> <li>• The two components of service delivery</li> <li>• How people evaluate the quality of work and the competence of the technician (value)</li> <li>• Strategies to communicate value through every customer interaction</li> </ul>	<ul style="list-style-type: none"> <li>• Provides technicians with an understanding of how customers evaluate value and competence</li> <li>• Participants develop a strategy to improve communication skills with their customer base and increase their professional credibility</li> </ul>	<ul style="list-style-type: none"> <li>• Improved communications</li> <li>• Improved customer relationships</li> <li>• Superior customer satisfaction</li> <li>• Increased customer retention</li> <li>• Higher levels of employee (technician) satisfaction</li> </ul>
<b>Proactive Recommendations</b>	<ul style="list-style-type: none"> <li>• Positioning proactive recommendations as a valuable part of the service</li> <li>• Approaches to presenting recommendations</li> <li>• Helping the customer overcome resistance</li> </ul>	<ul style="list-style-type: none"> <li>• Participants identify characteristics of good opportunities and develop strategies to explore for opportunities</li> <li>• Participants practice presentation techniques to discuss opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Differentiated and more valued service experience</li> <li>• Increased revenues and profitability</li> <li>• Higher levels of employee satisfaction</li> </ul>