

Proactive Service® Workshop

Workshop Topic Overview

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