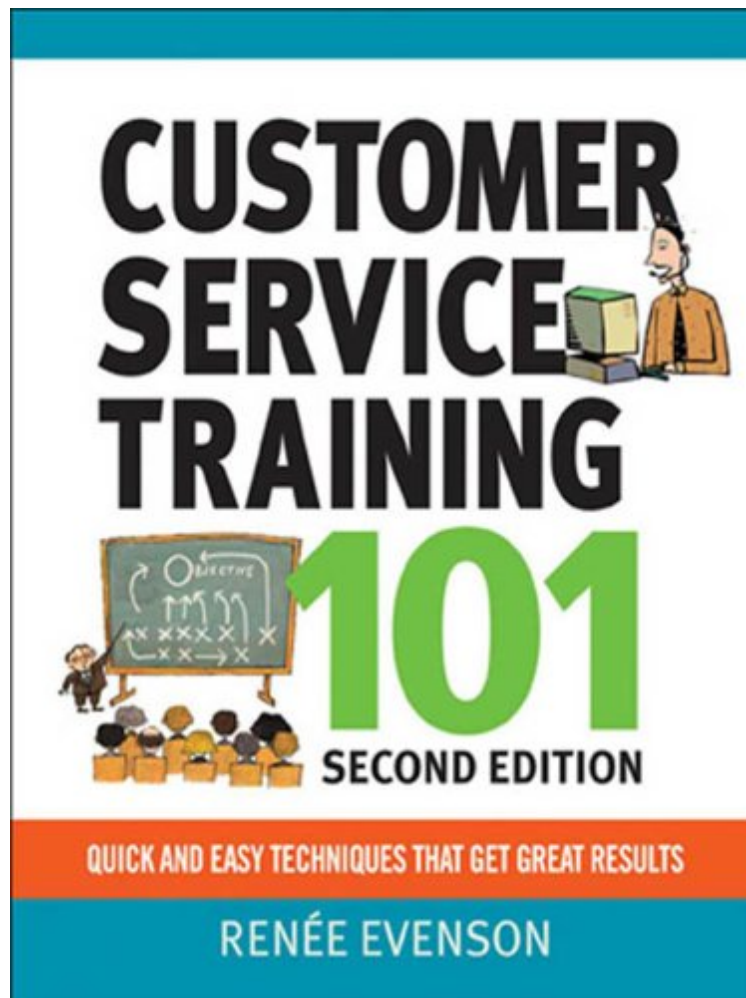


Customer Service Training 101: Quick and Easy Techniques That Get Great Results

RENÉE EVENSON

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RENÉE EVENSON : Customer Service Training 101: Quick and Easy Techniques That Get Great Results before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer Service Training 101: Quick and Easy Techniques That Get Great Results:

2 of 2 people found the following review helpful. Great FoundationBy AhriHaving never been in customer service before, this type of book is a gem for me. I'm naturally the type that loves to help my customers and make them happy, but it is extremely difficult for me since I never know what to do or say to make it come across as such. Though some may be common sense, the subtle tips are equally as important. I want to ensure customer satisfaction and this book is the way to start. It is a great foundation, and already, I'm seeing improvements in my dealings with customers. Structure is logical. Simplified key points and summary at end makes it easy to take in the whole chapter and recall

later. 2 of 2 people found the following review helpful. It is a good read to find focus after burnout I have found. By Adrian Echeverria incredibly helpful for anyone working in customer service at whatever level. This will keep you from blowing a gasket when customers derail you. It is a good read to find focus after burnout I have found. 1 of 1 people found the following review helpful. Thank you so much for the great book. By Tran The Tung I'm very headache about our customer services and looking for the big movement. It starts with training and this book help me so much. Thank you so much

Your service team may represent the first, last, or only interaction point between your customers and your company. Your front-line service professionals make or break countless opportunities, leads, sales, and relationships every day. Completely revised and updated to meet the challenges of a new service landscape, the second edition of *Customer Service Training 101* presents proven techniques for creating unforgettable customer experiences. The book covers every aspect of face-to-face, phone, Internet, and self-service customer relations, and provides simple yet powerful tips for:

- Projecting a positive attitude and making a great first impression
- Communicating effectively, both verbally and nonverbally
- Developing trust, establishing rapport, and making customers feel valued
- Confidently handling difficult customers and situations

New features include "How Do I Measure Up?" self-assessments, and "Doing It Right" examples from the author's extensive customer service experience. Every step-by-step lesson in this comprehensive and inspiring training manual is augmented with instructive sidebars, a summary of key points, practice exercises, and so much more.

"...must-have resource for any manager. Evenson has compiled an easy-to-read guide that can be implemented for any situation and any employee." --Niche magazine "...rule book providing winning game plans for exceptional customer service...it will raise the bar of excellence you want to be known for." --Training Media From the Back Cover Good customer service is a given for any company that wants to survive in an ultra-competitive business landscape. But the truly dominant companies in any industry have taken their service programs to new heights, providing truly exceptional customer experiences that build loyalty, create genuine relationships, and generate unparalleled word-of-mouth marketing. How do they do it? How can you do it? *Customer Service Training 101* shows you how to equip your entire service team with the critical information and powerful techniques they need to handle both everyday service functions and extraordinary circumstances. Filled with step-by-step, interactive lessons that you can customize to fit your team's needs and learning styles, this super-practical guide shows how to ensure that service representatives always:

- Project a positive attitude and make a great first impression
- Communicate effectively, both verbally and nonverbally
- Build dynamic relationships by developing trust, establishing rapport, and making customers feel valued
- Handle difficult customers and situations professionally, creating win-win situations and positive outcomes
- Interact effectively face-to-face, by telephone and by e-mail

Involving your entire team by personalizing specific service scenarios enables you to teach and reinforce precise, repeatable techniques that work to enhance positive, customer-focused attitudes. Use the discussion topics and key points summaries in each chapter for follow-up. Designed for immediate use in any customer service environment, *Customer Service Training 101* provides the very best proven service strategies, saving you the time, energy, and expense of building or rebuilding a complete training program from scratch. If you think that knowledgeable, confident, motivated, and positive service representatives will help your organization and its customers—today and well into the future—this book is for you!

Renee Evenson has worked in the customer service management field for over 30 years, including 15 years as a customer service manager and trainer at BellSouth Telecommunications. She has a degree in organizational psychology and is a business consultant and writer specializing in customer relations.

About the Author RENE E EVENSON has worked in the customer service management field for 25 years, 15 of them as a customer service manager at BellSouth Telecommunications, where her duties included staff training and development.