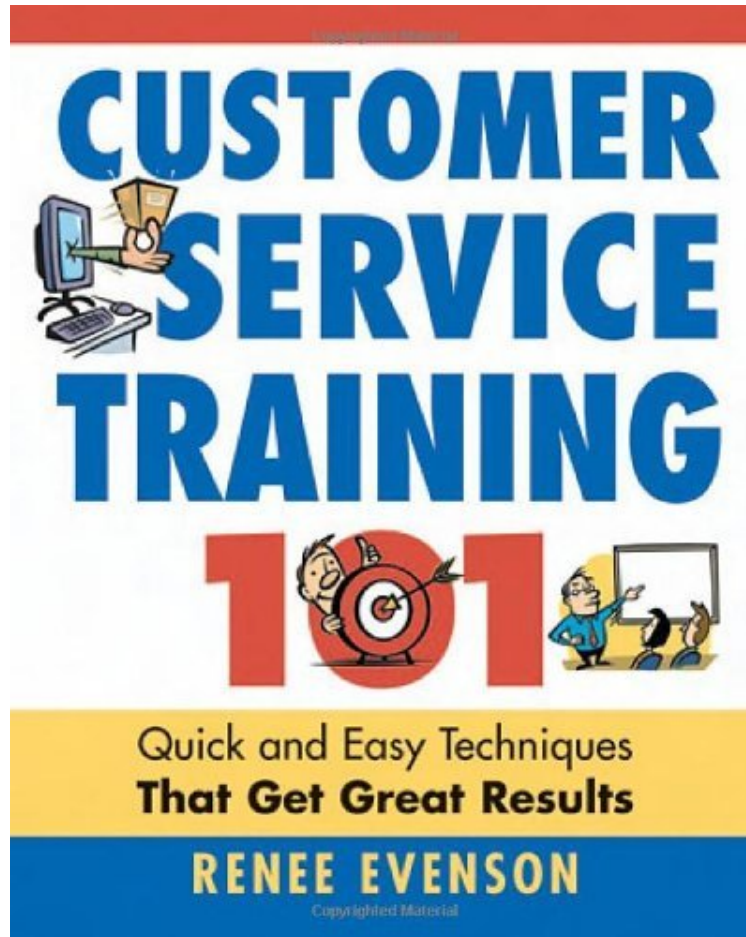


(Get free) Customer Service Training 101: Quick and Easy Techniques That Get Great Results

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

Renee EVENSON

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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

If the true face of any organization is its customer service people, then nothing is more important than the training of these crucial employees. Customer Service Training 101 offers an easy-to-implement approach for busy managers and trainers seeking to motivate their people and equip them with the tools they need to excel in this essential role. Featuring interactive lessons that can be adapted for any type of business and for any type of trainee, this ready-to-use guide addresses important customer service areas including: * making a good first impression * projecting a positive attitude * communicating effectively through verbal, nonverbal, and listening skills * developing trust, establishing rapport, and making customers feel valued * confidently handling "difficult" customers and situations * interacting effectively face-to-face, and via telephone and e-mail The professionalism and enthusiasm of frontline employees reflect directly on the company they represent. Packed with powerful, proven ideas, this inspiring, comprehensive training manual will pave the way to superior customer service.

"The professionalism and enthusiasm of your frontline employees reflects directly on your small business. In this book, the author offers an easy-to-read guide that helps you get your employees in shape to handle any situation. There are interactive lessons that can be adapted for any type of business and for any type of employee trainee. It's a nice book for biz owners or managers and will help motivate your people and equip them with customer service tools...If you don't have the time to create your own comprehensive training program, just pick up this book." -- SMALL BUSINESS OPPORTUNITIES "... great resource for beginners looking to save both time and money while providing their employees with the training they need." -Niche Magazine From the Back Cover It's not about marketing, demand, distribution, or even a great product. The number-one key to your business success is customer service, because if the buying experience is anything less than exceptional, consumers will look elsewhere for what they need. And it's truer now than ever before, with a virtually unlimited range of choices available online. You can't afford to offer sub-par customer service that gives competing companies the edge. The gold standard since its initial publication more than a decade ago, Customer Service Training 101 is designed to help managers teach and motivate their workforce to interact effectively with the public. The revised third edition of this invaluable resource has been substantially updated to reflect the changing realities of today's marketplace and the new technologies that drive buying and selling in the 21st century. Customer Service Training 101 offers powerful tools and techniques for solidifying customer loyalty. Each chapter provides specific examples of the right and the wrong way to handle customer contacts in a host of different situations—as well as practice lessons, topics for discussion and brainstorming, "how-do-I-measure-up" questions that will enable employees to analyze and improve their skill levels, and more. The revised edition includes expanded sections on online and social media-based customer service, and new email and website strategies, since many of today's interactions involve good writing skills. This new version also covers the most effective methods for providing efficient and courteous service in self-serve operations. Your employees are the face and the voice of your company, whether they're dealing with customers by phone, online, or face-to-face in brick-and-mortar establishments. The impressions they leave will dramatically affect the sales of your company's products or services, and if their "people skills" are lacking, your business will suffer. If you're an owner or manager who's interested in preparing your company's personnel to relate more positively with customers and clients—or if you're an employee looking to improve your communication and sales skills—Customer Service Training 101 is the one guide you need to make it happen. Advance praise for this edition: "Customer Service Training 101 is a practical and actionable guide that will prepare front-line employees to provide exceptional customer service, whether face-to-face, over the phone, or online." — Steve Curtin, author of *Delight Your Customers* "Customer Service Training 101 serves as the foundation for a well-received collegiate customer service course. The book provides the right blend of customer service theory and practical, real-world application examples to be an important input to a four-year business management curriculum." — David Lungren, Vice President, Digital Content Solutions, Collegis Education "Renee Evenson's Customer Service Training 101 has long been recognized as a must-have training tool for customer service managers and frontline reps. The third edition is an even more fine-pointed and practical tool for preparing customer service reps to create positive and productive interactions with customers, whatever service channel is being used." — Bill Keenan, editor, *Customer Communicator* RENE E EVENSON is a customer service consultant and author of nine books specializing in communication, conflict resolution, and customer service. Her latest books are *Powerful Phrases for Effective Customer Service* and *Powerful Phrases for Dealing with Difficult People*. About the Author Renee Evenson has worked in the customer service management field for 25 years, including 15 years as a customer service manager at BellSouth Telecommunications, where her duties included staff training and development. She lives in St. Simons Island,

Georgia.