



# Service Essentials™ for Managers!

*Inspire Managers to Inspire Staff!*

Help your managers to create an energizing environment for staff members. This comprehensive training process will enable managers to build the infrastructure for excellent service.

## Topics Include:

- **Inspiring People**  
Generate a Spirit of Service, Developing your People, Leading by Example, Building Trust, Focusing the Organization on Customer Needs
- **Managing Feedback and Communication**  
Build systems for getting customer and staff feedback, Create strategies for responding to feedback, Generate positive energy through feedback
- **Measuring Service**  
Set up measures for service areas that are important to your customers, Build measurement into organizational and staff performance, make measurement fun and motivating for everyone
- **Recognizing Excellence**  
Build service excellence into performance, Energize staff to delight customers through effective recognition.

## What RESULTS can you expect from Service Essentials™ for Managers?

- Internal customer service practices increase morale and reduce turnover
- Company image represent highest of service standards
- Positive word of mouth about your service increases sales
- Increase productivity through a positive work environment

## This program can be trained by someone in your organization:

The Service Essentials™ Trainer's Kit includes all tools and information to train the program in-house. The Trainer's Kit includes:

- Facilitator's Guide – including a step-by-step script for the novice trainer, check list, and trainer's tips to ensure a successful learning experience
- Transparency masters, Participant Manual, Essential Practices Card.

## Why use Service Essentials™ for your customer service training needs?

### Energizing

- Participant's interaction and real world experiences are built into the learning process. Service Essentials™ is an enjoyable experience resulting in a renewed focus on internal and external customer service.

### Cost Effective

- Train-the-trainer option for delivery.
- Licensing agreement materials for large groups.

### Easy to schedule training

- Two full-day or four half-day sessions.

### Customizable

- Case studies may be customized to demonstrate service issues directly related to your business.

### Behavior Based

- Individual assessment and action plans included for improvement in every essential customer service practice.

### Reinforcement

- Essential Practices Card – a summary card of critical skills to be kept handy by each employee in the work place.
- Personal development plans may be built into your performance management system.

*For more information please contact:*

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