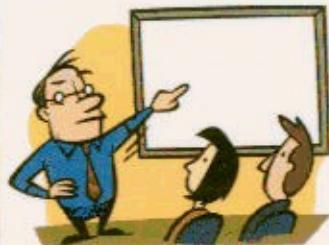


# CUSTOMER SERVICE TRAINING

101



Quick and Easy Techniques  
**That Get Great Results**

RENÉE EVENSON

# Contents

---

<b>Acknowledgments .....</b>	ix
<b>Introduction .....</b>	1
<b>Tips for the Trainer .....</b>	3
<b>Tips for the Student .....</b>	11

## **PART I Putting Your Best Face Forward**

<b>CHAPTER 1 Taking Baby Steps: The Basics .....</b>	21
STEP 1: First Impressions Matter .....	26
STEP 2: Courtesy Counts .....	28
STEP 3: Attitude Is Everything .....	30
STEP 4: Doing the Right Thing: Ethical Issues .....	33
Key Points .....	37
Practice Lesson .....	38
Think About .....	39
Quick Quotes .....	41
<b>CHAPTER 2 Tossing the Ball Back and Forth: Effective Communication .....</b>	43
STEP 1: Saying What You Mean and Meaning What You Say .....	48
STEP 2: What You Don't Say: Nonverbal Communication .....	50
STEP 3: Putting Words Together: Grammar Usage .....	52
STEP 4: Asking the Correct Questions and Answering the Questions Correctly .....	54

---

STEP 5: When the Customer Says No .....	58
STEP 6: Listening Actively .....	60
Key Points .....	63
Practice Lesson .....	65
Think About ... .....	67
Quick Quotes .....	69
<b>CHAPTER 3 Jumping in with Both Feet: Relationship Building .....</b>	<b>71</b>
STEP 1: Establishing Rapport .....	78
STEP 2: Interacting Positively with Customers .....	81
STEP 3: Identifying Customers' Needs .....	83
STEP 4: Making the Customer Feel Valued .....	85
STEP 5: Maintaining Ongoing Relationships .....	87
STEP 6: Different Strokes: Handling Different Types of Customers .....	89
Key Points .....	94
Practice Lesson .....	96
Think About ... .....	99
Quick Quotes .....	100
<b>PART II Putting Your Customers First</b>	
<b>CHAPTER 4 Seeing Eye to Eye: Face-to-Face Contacts .....</b>	<b>103</b>
STEP 1: Saying Hello: Greeting the Customer .....	109
STEP 2: Between Hello and Goodbye: Helping the Customer .....	111
STEP 3: Saying Goodbye: Ending the Interaction .....	113
Key Points .....	117
Practice Lesson .....	118
Think About ... .....	119
Quick Quotes .....	120

<b>CHAPTER 5</b>	<b>Saying It with a Smile: Telephone Contacts .....</b>	121
STEP 1:	Putting Your Best Ear Forward .....	126
STEP 2:	Saying Hello: The Opener .....	128
STEP 3:	Between Hello and Goodbye: Helping the Customer .....	130
STEP 4:	Saying Goodbye: The Closer .....	134
	Key Points .....	137
	Practice Lesson .....	138
	Think About .....	140
	Quick Quotes .....	141
<b>CHAPTER 6</b>	<b>Looking Before You Leap: E-commerce Contacts .....</b>	143
STEP 1:	What Does the E-customer Expect? .....	147
STEP 2:	Hanging the Open Sign: Being Accessible ....	149
STEP 3:	Writing What You Mean: E-mail Communication .....	151
STEP 4:	Speaking Around the World: Cross-Cultural Etiquette .....	154
	Key Points .....	155
	Practice Lesson .....	156
	Think About .....	158
	Quick Quotes .....	159
<b>CHAPTER 7</b>	<b>Calming the Storm: Difficult Customer Contacts .....</b>	161
STEP 1:	What Is Going on: Determine the Reason .....	167
STEP 2:	What Caused It: Identify the Root Cause of the Problem .....	170
STEP 3:	What Can I Do: Rectify the Situation .....	173

---

STEP 4: What Can I Say: Acknowledge the Problem .....	176
STEP 5: What Needs to Be Done: Fix What Needs to Be Fixed .....	179
Key Points .....	183
Practice Lesson .....	184
Think About ...• .....	187
Quick Quotes .....	188
 <b>PART III Putting It All Together</b>	
<b>CHAPTER 8 Hitting the Ground Running: Ready, Set, Go .....</b>	191
<b>CHAPTER 9 Being the Best You Can Be: The Total Package .....</b>	197
Quick Quotes .....	200
<b>Index .....</b>	203