



PROFESSIONAL DEVELOPMENT SERVICES

[www.professionaldevelopmentservices.com](http://www.professionaldevelopmentservices.com)

Telephone: 630.293.7071

## BECOMING CUSTOMER FOCUSED

### How to Make Standout Service Your Organization's Finest Asset

---

“

**Does  
your  
attitude  
toward  
customers  
carry  
over  
to  
everyone  
on  
your  
team?**

”

**W**hat role does customer service play in your organization's success? Do you view it as the lifeblood of your business, as you should? Does your attitude toward customers carry over to everyone on your team? In this workshop, we'll address those topics and more, as you learn how to make standout service your organization's finest asset.

**T**o start with, we'll clarify the true definition of a customer, which may surprise you, and then we'll delve into practical, no-nonsense methods for exceptional service, like how to:

- Hire the right people who share your value for customers
- Listen for what the customer really needs, which may not be what their words tell you
- Handle tough customers with panache, sensitivity, and skill
- Respond to customers when you just can't say yes, and still keep their business
- Put your best foot forward with the right body language, dispute resolution skills, and telephone etiquette
- Conduct customer surveys to further improve your organization's service reputation
- Motivate your employees to make customer service their #1 priority

**B**y attending this valuable workshop, you will learn the art of servicing clients so they will remain loyal to your business for life. A positive experience can make the customer feel great, or a poor one can leave such a negative taste in her mouth that she will never do business with you again. The fact is, there is no substitute for "standout" customer service. Fantastic service that meets customers' wants and needs can separate the mediocre organizations from the cream of the crop.