



# Corporate Coach Group

Training that transforms



## Training Proposal

## Customer Service Skills Training

## **A Training Plan for your Organisation**

### **What is the purpose of the training?**

The purpose of the training is to initiate a *process of rapid improvement*, by means of achieving a *shared understanding* of the correct leadership and management methods that we need to employ, if we are to achieve our stated goals.

### **What is the reason for the training?**

Your delegates may be people who have "*evolved*" into a leadership-management position by virtue of your organisation growing, over the years, and by virtue of their own natural ability.

They now find themselves being expected to lead and manage the team, as well as continuing to work on the front line, and help with the provision of the job itself.

In addition to doing the work, they must contend with people-management issues, time management issues, leadership and morale issues, for which they may not have had sufficient training.

Now, they need a good course that will give them sound and practical guidance on how to get the best performance from themselves and the team.

### **How many people are doing the training?**

Numbers of staff to be trained: TBC

### **When will the training take place?**

TBC

### **Where is the training location?**

In-house or an [Open Course](#)

### **What is the basic premise of the course?**

Please read the following page:

## Customer Service Skills Training



### Morning Session

#### Introduction

**The purpose of any organisation is to “Add value to others”**

If your product or service is perceived to Add Value to others, then your organisation will win

If your product or service is perceived to be failing to Add Value to others, then your organisation will NOT win.

**Customers will call in if they feel either that:**

1. They have not received the full value that was promised by your organisation or
2. By dealing with your organisation they have lost a value, or
3. Your organisation has taken a value from them.

**When they call in they will often be in a negative emotional state, and you will need to be able to do three things:**

1. Solve the problem quickly and efficiently.
2. Keep the customer satisfied and make them happier with your organisation.
3. Conform to the policies of your organisation.



How you think feel and communicate during this situation will be crucial to the end result.

**Four ways of thinking, feeling and communicating**

1. You could get angry. Not recommended.
2. You could get upset. Not recommended.
3. You could become cold or aloof or sarcastic. Not recommended.
4. You could remain calm, rational and professional. Highly recommended.

**Communication skills**

Separate language into two types:

1. Emotional, evaluative and opinionated.
2. Factual, logical, non-evaluative.

**When you are with an upset customer it is important to separate:**

- 1) Fact from feelings.
- 2) Fact from opinions.
- 3) Fact from accusations.



## Learn the six step method for customer service issues and conflict

1. Listen.
2. Reflect.
3. Question.
4. Answer.
5. Confirm.
6. Close.

Let's talk about each one in turn.

### 1. Listen

Listen without too much interruption to what the other person has to say.

Listening has some major advantages.

Listening gives you time to gather your thoughts.

Listening gives the other person time to vent. And often, all the other person wants to do is to vent.

Listening allows you to gather information without giving any away.

Listening is complementary and respectful to the speaker.

When you think it is time to stop listening, then move to step two.

### 2. Reflect back and empathise with their feelings

Empathy is the ability to understand how other people feel and the reasons why.

Empathy is good because it makes you seem to be more *human*.

Please note that, you don't have to agree with anything the other person says, to empathise with the other persons feelings.

You can DISAGREE with everything the other has to say, and yet still be empathetic.

### 3 Question down

Your task is to question the other person in order to separate the facts from the feelings.

You need to try to get away from talking about feelings, derogatory opinions, and accusations and you need to get the conversation onto the "facts of the case".

### 4. Answer

Once you have all the facts clear in your mind, then give the other person your best answer.

Ensure that your answer is based upon a logical evaluation of the facts.

### **5. Confirm**

Confirm their understanding of your answer. If you are lucky, the other person will agree with your logical answer to the problem.

If you are unlucky, they won't agree with your logical answer to the problem; and they come back at you.

If they come back at you, still not happy, then you go back to step one, listen.

Then you reflect. Then you question them even more, then you may revise your answer.

You may need to repeat steps 1,2,3,4 until you get a solution that either,  
Represents your very best offer, whether or not they accept it as one they like.  
Represents a compromise that you both can live with.

### **6. Close**

Once you have the agreement and/or an understanding, then close the conversation.

Summary of the six step method.

Memorise this list and bear it in mind, the next time you need to handle a difficult person. Use these six easy steps:

1. Listen.
2. Reflect.
3. Question.
4. Answer.
5. Confirm.
6. Close.

## **Afternoon Session**

### **Managing the emotion**

1. Your goal is to modify their behaviour- not win the argument
2. "Nip it in the bud" technique
3. Don't use emotional language
4. Use objective language
5. Don't attack their self-image. (Ego or pride)
6. Give them their clear way out of the conflict
7. Ask them for a specific change in their behaviour.
8. Distinguish reasons from excuses
9. Positively reinforce any positive change in their behaviour

### **If face to face; then watch you own body language posture**

1. Appearance
2. Touch
3. Gestures
4. Expression
5. Eye contact
6. Orientation
7. Proximity

### **If working on the phone; then be aware of your own voice tone;**

Your voice tones will convey emotion.

Make sure that you have the right emotion and right emotion.

1. Volume
2. Pitch
3. Pace
4. Intensity of emotion

### **The need for praise and appreciation**

The lack of appreciation may be the cause of a conflict situation.

How and when to give praise and trigger a positive emotional response in the mind of the listener.

### **Actions Feedback Close**

**The training is designed to comply exactly with your requirements:**

Your organisation shall provide a fully equipped classroom for the entire duration of the training course

Corporate Coach Training shall prepare and supply all the course and teaching materials for the participants. – **Yes**

The expected number of your organisations participants per course is to be 15.-**Yes**

Corporate Coach Training shall make its own travel and accommodation arrangements. - **Yes**

Corporate Coach Training shall provide a detailed course proposal to meet the YOUR ORGANISATION requirements as stated - **Yes**

The proposed course structure shall clearly outline what topics would be covered on each day. -**Yes**



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## **The method of training is as follows:**

### **The training is to be:**

- Delivered in an enthusiastic and interesting way that will involve all the delegates.
- Whilst being consistent with the plan, the training must be flexible and responsive to the needs of the individual delegate group.
- Highly practical, structured and organized.

### **The training method follows this general pattern:**

1. The trainer gives a clear explanation of the point in question with specific examples.
2. Then, the delegates practice by doing an exercise with each other.
3. The delegates practice by doing exercises with the trainer.
4. All points are supported with full written notes to take away.
5. Delegates are asked to write down an associated action, for each point made. (At the end of the day, we have about twenty such actions, from which the delegates choose six which are the most personally meaningful).

**What are the costs / investments?**

**In-house course**

Daily rate is £1,950 + VAT for up to 20 delegates.

Plus £80 for each additional delegate over 20.

Plus, hotel accommodation for trainer if needed (*Premier Inn type: not the Hilton!*)

**The training days are inclusive of:**

- Full days training
- Full course notes
- Written action plan to take away
- Access to our post course portal
- Plus, three months' FREE telephone coaching to answer any on-going questions.  
You will receive email and telephone support from your trainer after you have attended the course.

**We suggest the following plan of action:**

You please send to me:

1. Any amendments or changes you wish to make to the programme.
2. Your thoughts.
3. The plan of action.

***Thank you***

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### **A word from our previous delegates...**

The course content was stimulating. The trainer's presentation was very effective. Chris delivered difficult concepts with insight and humour.

Delegate: C Jolly  
Company: Greencore

The course content was very comprehensive and covered relevant points. The trainer's presentation was interactive, informative and challenging.

Delegate: W Graham  
Company: Ikea

The course I found very interesting, using models that I was not familiar with, different thought processes. The presentation was very professional, informative and interesting.

Delegate: J Dickinson  
Company: Riomay

The course content was very useful, exactly what I was looking for. Encouraged thought and methods to take back to the work place. The trainer's presentation was very clear, Chris not only delivers the training but stands behind his methods and believes in the content.

Delegate: T Stuchfiled  
Company: Primecare UK

The course content was excellent, thought provoking and inspiring. The presentation was clear, concise, professional and relative.

Delegate: J Walker  
Company: Telus

The course content was very good, informative and positive. No "Dull Moments". The trainer's presentation was good – Well presented.

Delegate: S Bent  
Company: B+V Water Treatment

The course was excellent. Interesting, thought provoking, very useable. I have already put different aspects of the course into practice. The trainer's presentation was Excellent. Thoroughly enjoyed each session and would like to come back for a refresher course. Very motivating and a very inspiring person.

Delegate: K Hogarty-Hingsto  
Company: Hartpury College

The course was very informative, with lots of thought provoking questions to think on after. The trainer's presentation was well produced and slick NO excess content.

*Delegate: B Pain-Tolin  
Company: BTCV*

The course was very, very good. The course was well structured and has provided me with an opportunity to reflect on how I can improve further in my role. The trainer was very focused, kept the course moving, related well to the group. Created non-threatening environment.

*Delegate: M Ridout  
Company: Sparsholt College Hampshire*

The course content was very good, quick win early on kept my interest piqued. The presentation was very good, inspiring and animated.

*Delegate: K Rhodes  
Company: RAF Wittering*

The course content was informative and well-constructed. The trainer presented very clearly and effectively. The presentation was very enjoyable.

*Delegate: N Yemm  
Company: Hulley & Kirkwood Consulting Engineers*

The course content was great, really visual. The trainer's presentation had lots of great detail and stories to illustrate each point.

*Delegate: M Painter  
Company: Lloyds Banking Group*

I really enjoyed the breadth of what was covered today. The trainer's presentation was very good and clear.

*Delegate: S Windridge  
Company: Prudential UK*

The course content: Interesting and very broad content. We covered a lot of subject matter during the course. The trainer's presentation was excellent, very clear and concise. Interesting and charismatic.

*Delegate: E Inegbu  
Company: Prudential UK*

Excellent course that helped to bring new insight and reinforce and bring back concepts from many years ago. The trainer's presentation was upbeat, positive and inspiring.

*Delegate: M Judson  
Company: JSP Ltd*

The course content was comprehensive, eye-opening and informative. Excellent presentation, kept interest up and made the course come to life. Good real-world examples to inspire and inform.

*Delegate: J Gibson  
Company: Fuji Film*

The course content was very detailed and interesting. The trainer's presentation was good, with time for re-caps and questions.

*Delegate: R Graham  
Company: RAF Wittering*

The course content was interesting, could be applied in business environment but also in general life. I like the wrong box / right box! The presentation was very dynamic and directive. Knowledgeable. Good use of examples which helps.

*Delegate: S Chou  
Company: JSPMLtd*

The course content was excellent, extremely useful tools which I shall use with both students and staff. The presentation was very good, Right mix of talk, discussion and activity.

*Delegate: J Noble  
Company: The Sittingbourne Community College*

For additional feedback, video testimonials and list of companies that have benefited from our training programmes please [follow this link](#).