# Critical Elements of Customer Service

## Objectives:

While many companies promise to deliver an incredible customer experience, some are better at delivering than others. This Three-day course is designed around six critical elements of customer service that, when the company lives them, bring customers back to experience service that outdoes the competition.

## Contents:

### Day One:

**Module 1 (Emotional Intelligence in Customer Service)**

- Introduction to effective customer service
- Building awareness of EI and its importance
- How to control undesired/unproductive emotions
- Dealing with pressure and stress
- Always get into empowering and productive emotional states

**Module 2 (Who are my customers and how do I build trust)**

- The types of customers and how to communicate with each type
- Precision Questioning to help identify needs
- Developing trust and rapport within the first minute of the conversation

### Day Two:

**Module 3 (Handling Conflict and Difficult situations)**

- Stages of Conflict
- The 4 Step Process of diffusing conflicts
- The 4 levels of Listening
- Dealing with difficult behaviors
- Communicating Assertively
- When to say "NO" without offending

## Day Three:

### Module 4 (Presenting your product with Influence)

- Analyzing exact needs
- F.A.B Model with a twist
- Eliciting criteria/Values for buying and decision making
- Influencing decision making
- Negotiation Tactics and Reaching Win-Win Agreements
- Gaining Commitment from Clients and moving forward

### Module 5 (Dealing with difficult situations)

- Profiling difficult customer types
- Diffusing Hot Heads easily
- Mastery of Handing complains and Objections
- Creating a lasting Impression and Follow Up

## What Will Participants Learn?

- Demonstrate a customer service approach
- Understand how your own behavior affects the behavior of others
- Demonstrate confidence and skill as a problem solver
- Apply techniques to deal with difficult customers
- Make a choice to provide customer service

## Models Covered:

- Daniel Goleman EI Model in Communication
- NLP State Accessing Pattern
- NLP Stress Buster Pattern
- D.S.T.R personality types model
- NLP Precision Model for Questioning
- NLP Rapport building Technique
- Hierarchy of Ideas for managing conflict
- Finding Common Ground for conflicts using the "Agreement frame"
- Solution thinking Vs. Problem thinking Model
- Assertive Vs. Aggressive communication styles
- NLP Model for Criteria Elicitation
- Modified F.A.B model for presenting the product/service
- 10 ways to "Reframe" Common objections
- Powerful Vs. Toxic words

- NLP reframing Model
- Paul Ekman F.A.C.S system for decoding facial expressions

## Language:

- The materials for the trainees will be in English.
- The language of instruction will be in Arabic / English.