



Business Etiquette Passage for Customer Loyalty

Introduction

This program is important for professionals at the work place, dealing with customer either; face to face or via-telephone.

It helps participants to succeed in delivering quality service, and to be counted as, quality manpower, as well. This will help organization to compete not only in delivering quality products but also to compete with their quality manpower.

Training Outline

Module One

Customer Care Professional Attitude Vs Negative

- Professional Customer Care Attitude Reflects your Customer Care Behavior
- Customer Care is a concept
- Customer Care counts actions not intentions
- Negative thinking Vs positive thinking
- How do you function your aggression
- Is aggression out of business work stress
- Are you Aggressive, Submissive or Assertive Customer Care Staff
- Are you wearing Customer Care loser mask or winner mask
- What is stress
- Difference between positive stress and negative stress
- Detect your stressors
- How to over come work stress and stressors
- How all previously mentioned points affect professionally your client
- Demo-session

Module Two

Business Etiquette & Customer Care Uniformity of Performance

- Who is your customer today
- Major eight problems with your customer
- Major basic skills for professional customer interaction
- Cardinal sins at the work place
- Actions that set you apart off the professional stage
- Nine common faux pas which spoil the team spirit
- Business etiquette global rule to build a positive first impression (13, 30, 5)
- Body language signals/body talks and body reveals



Module Three

Business Etiquette Passage for Customer Loyalty

- Difference between customer care and customer service
- Difference between loyalty and satisfaction
- Customer loyalty ladder of success
- How to handle sticky situations at the work place professionally
- Customer care assessment sheet exercise to assess your customer care personal score
- 21 ways to loyalty
- Why loyalty not satisfaction
- 10 reasons for loyalty not satisfaction
- Unforgettable moments passage for loyalty
- How to exceed the mile
- Handling sticky situations in the customer care field
- How to handle subjects and problems tactfully

Module Four

Business Etiquette to be a Business Professional Conversationalist

- Art of business professional conversation
- Dos and taboos of business professional conversation
- **4Ps** and how to speak in confidence to get the job done right from the first time
- The art of giving and receiving criticism
- Seven questions for a professional customer care conversationalist
- Clues to people to know to proceed with your customer
- Waves to know how to convince your customer
- Types of talk and professional business talk skeleton
- How to change the subject tactfully
- How to end a meeting and off point business chat

Module Five

How to be Phonogenic on Phone & Business Telephone Etiquette

- How to answer you company's phone to reflect professionalism
- How to be prepared for a business call
- How to send and receive a business call
- Taking a professional message
- Recording a professional message
- Etiquette of a land phone of a mobile phone
- Speaker phone savvy
- Fine tune your voice tone, pitches and volume
- Body takes and body reveals via-telephone

Duration

- It is a five training days from 9:00 a.m. till 3:00 p.m.



Methodology

- Group discussion
- Group exercise
- Individual exercises
- Games
- Role play
- Program is delivered in both English and Arabic
- Handouts are delivered in both English and Arabic
- Video tapes

Target Audience

- Customer contact staff; face to face
- Customer contact staff; via-telephone
- Sales staff
- Staff dealing directly with customers, either face to face or via-telephone
- Training group is not to exceed fifteen participants