

SORDILL CONSULTING
Organizational Training and Development
5409 Easy Street, Oriental, NC 28571
252-249-4991 FAX: 252-249-1466
Email: pat@sordill.com

DEVELOPING YOUR CUSTOMER SERVICE ADVANTAGE

Attending to Internal and External Customer Needs

SORDILL CONSULTING is offering an interactive workshop on *Developing your Customer Service Advantage* on Thursday, April 26, from 8:30 a.m. to noon at the New Bern Chamber of Commerce office. *Registration form and details are on the reverse side of this flyer.*

As a participant, you will have the opportunity to:

- Identify key skills and techniques to provide excellent customer service, both internally and externally
- Clarify the critical nature of customer service on attracting and retaining employees and customers who will contribute to your competitive advantage and profitability
- Participate in discussions and practice to facilitate implementation of key skills and strategies as they relate to your particular business needs and situations.

During this program, we will address the following:

- Ø Clarification of the importance of customer service to attracting and retaining employees and customers
- Ø Discussion of scenarios and situations relevant to your role in providing customer service
- Ø Application of proven successful skills and strategies for customer service:
 - q Courtesy and individualized treatment
 - q Rapport building
 - q Listening
 - q Probing
 - q Confirming Understanding
 - q Being Helpful
 - q Involving customers in solutions
 - q Acknowledging customer issues and concerns
 - q Informing customers when you have to say, “no”, or deliver news they do not wish to hear
 - q Handling dissatisfaction, difficult and/or angry customers
 - q Checking for agreement, satisfaction and understanding
 - q Taking action, follow-up and follow-through
- Ø Goal setting for implementation of key learning points as they relate to your customer service situations

Please join us for this dynamic program on increasing your competitive advantage through proven successful customer service skills and competencies.

DEVELOPING YOUR CUSTOMER SERVICE ADVANTAGE

Customer service is everyone's job whether you're working with internal or external customers.

SORDILL CONSULTING is pleased to invite you to join us for a morning devoted to increasing your success in providing excellent customer service to your internal and external customers. Anyone who works in an environment where your business depends on satisfying customer needs will benefit from attending this workshop. Please see details for this program below and on the reverse side of this flyer.

Pat Sordill founded **SORDILL CONSULTING** in 1985. Over the past 22 years, Pat has worked with hundreds of clients in all types of businesses to facilitate increased success through custom designed developmental programs and consulting services. Programs and workshops incorporate best practices for communication, interpersonal relations, and self-management as they relate to specific topic areas for employees at all levels of the organization. To learn more about **SORDILL CONSULTING**, please visit our website at: www.sordill.com.

We look forward to an opportunity to facilitate increased success for you and your business!

- ✓ **Date:** Thursday, April 26, 2007
- ✓ **Time:** 8:30 a.m. to noon
- ✓ **Location:** New Bern Chamber of Commerce, 316 S. Front Street, New Bern, NC
- ✓ **Cost:** \$65 per person – includes course materials, refreshments and follow up support
- ✓ **Register by:** Friday, April 20, 2007, by completing and returning tear sheet below

-
To register for the April 26 workshop on Developing Your Customer Service Advantage, please complete the bottom portion of this flyer and send it along with your check for \$65 per person to **SORDILL CONSULTING**, 120 Patch Hill Road, Boxborough, MA 01719. If you have any questions, please feel free to call: 252-249-4991 or email: pat@sordill.com for further information.

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

Company: _____ Phone #: _____

Street Address: _____

City, State and Zip Code: _____

Amount enclosed: \$_____