

## World-Class Customer Service Certification – Trainer Criteria

Belding Skills Training & Development has earned a strong reputation for the quality of our work, and the skill of our trainers. We expect consummate professionalism, unqualified passion, and absolute customer focus. In addition to workshop feedback forms, we follow up with every client to establish their satisfaction levels. We don't look for perfection – but we do require excellence. The following are the *minimum* expectations of our trainers:

### ATTITUDE

- Cheerful demeanor
- Enthusiastic
- Outgoing
- Active sense of humor
- Positive outlook
- Outward focus
- Willing to put the needs of clients and participants first

### TECHNICAL SKILLS

- Articulate
- Comfortable in front of people
- Comfortably uses verbal, visual and kinesthetic training
- Able to easily grasp new concepts
- Able to clearly communicate complicated concepts
- Adaptable to different environments and groups

### INTERPERSONAL SKILLS

- Connects well and easily with others
- Comfortable both leading and following
- Listens well
- Smiles easily, and has strong body language
- Able to deal with challenging participants
- Able to challenge ideas without being confrontational

### RESPONSIVENESS

- Reads and reacts well to group dynamics
- Easily adapts to challenging environments
- Thinks quickly on feet
- Willing to accept different or conflicting points of view
- Flexible to the needs of clients



## About Belding Skills Training & Development

Belding Skills Training & Development is a division of The Belding Group of Companies Inc. We help companies improve their customer experience with customer service and service leadership training and consulting. We work with front-line employees, managers and executives to help organizations develop and maintain World-Class Customer Service at every level. Specifically, our areas of expertise include:

- Customer Service
- Service Recovery and Conflict Management
- Selling Skills
- Internal Customer Service
- Customer Service Management and Leadership
- Train the Trainer

We are not a 'fit' for all trainers. There are many highly experienced trainers - even customer service trainers - who simply cannot comfortably execute our programs. We only use people who are outgoing, charismatic and passionate. They know how to make an audience laugh. They know how to make them cry. They understand how to *entertain*, and truly motivate people to action.

Belding Skills Training & Development's international client list ranges from Fortune 50 companies to small, independent businesses. Our expertise includes corporate, retail, call center, service and public sectors. Our training has won international awards and have been met with accolades around the world. This is in great measure because of our exceptional trainers.



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