

Retail World-Class Customer Service - Level 1



Belding's award-winning **World-Class Customer Service** program is a full-day or half-day workshop which is specifically designed for retail. Belding has been one of the world's leading retail customer service training companies for 18 years, and our programs achieve measurable results.

The program explores customer expectations, and the fundamental principles involved in meeting them, as well as the importance of consistently conveying the message to customers that we care about them. Key skills for greeting, approaching, listening and ensuring customer comfort are introduced. The importance of customer loyalty, and the cost of a lost customer are explored in depth.



The program uses real-life examples, and extensive group interaction to ensure that participants can easily integrate the skills on the sales floor.



Outcomes

Participants will:

- ❑ Consistently maintain a positive demeanor in the workplace
- ❑ Consistently create positive first impressions with customers
- ❑ Use positive language strategies to create customer comfort
- ❑ Recognize customer needs and expectations
- ❑ Demonstrate greater motivation and positive attitude

Who it's for

- All employees who are in contact with customers
- Supervisors, managers, team leaders

Methodology

- Instruction
- Interactive exercises
- Workbooks
- Role-playing



Key Learning Points

- ✔ Why customer service is important
- ✔ The payoff of a positive attitude
- ✔ Recognizing and managing customer expectations
- ✔ The cost of a lost customer
- ✔ The secrets to clear and accurate communication
- ✔ Body language fundamentals
- ✔ Positive and negative language triggers
- ✔ Little things that make a big difference

Group Size:	12 - 18 recommended
Program Length:	3½ - 7 hours instruction
Program Format:	Interactive workshop
Pre-work:	No
Certificate:	Full day only



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