

PASSIONATE CUSTOMERS

CREATING A
WORLD CLASS
CUSTOMER
SERVICE
EXPERIENCE...

**What this
presentation
will cover with
your people**



1. THE 5 PARTS TO CREATING A WORLD CLASS SERVICE EXPERIENCE...

- Explain the 5 part service selling model.
- Understanding the Return and Recommend rating for your business.
- Discuss the Ultimate Question concept.

2. COPYING & CONQUERING CHANGE IN YOUR CURRENT BUSINESS ENVIRONMENT...

- The 3 elements to making the transition through a changing business environment successfully.
- Review the key strategies to become proactive when dealing with change.
- We will develop personal strategies for personal and professional evolution of you and your business.

3. HOW TO CREATE A WORLD CLASS SERVICE EXPERIENCE BEFORE, DURING & AFTER...

- Review the 10 critical success factors that lay the foundation for a great customer service experience in your business.
- Review individual's personal service cycle.
- Overview of how service influences your customer's buying decision in your market.

4. UNDERSTANDING THE SUCCESS HABITS OF GLOBAL SERVICE LEADERS WHEN IT COMES TO CUSTOMER SERVICE...

- We discuss the best way to create a great experience for customers.
- Review their strategies that keep customers coming back time and time again.
- Review their sales and service process to determine where you can improve upon.

5. CONNECT WITH YOUR CUSTOMER & CONVERT THEIR INTEREST INTO A SALE FOR YOUR BUSINESS...

- How to add further value to the selling transaction after the sale has been completed, so that you gain rivers of referrals for your business.
- How to connect with your customer and create customers for life.
- Establish a customer service selling process.

6. 20 WAYS TO REMAIN IN CONTACT WITH YOUR CUSTOMERS LONG AFTER THE SALE...

- How to classify your customers so that you know how best to stay in touch with them.
- Establish a customer contact program that builds business loyalty for the next 12 months.
- Define the ways to establish strategic alliances with other service providers.

7. HOW TO MAINTAIN CUSTOMER SERVICE EXCELLENCE IN YOUR BUSINESS ALL YEAR ROUND...

- How to initiate a quality control system to ensure a consistent customer service experience is delivered.
- Review the customer service presentation support tools to make sure success is achieved.

HOW WE CREATE LASTING RESULTS FOR YOU...

Here at People Pursuing A Passion we use unique adult learning principles and 'action oriented' strategies to ensure that your team will implement what they have learned when they return to work. Instead of lecturing your team, we involve them in the learning process by doing activities, so the information 'sinks in' much better. Each team member then takes ownership of what they've learned, and they also learn from each other in a creative, thought-provoking and fun environment.

MY SERVICE COMMITMENT TO YOU...

TAKE THE TIME TO HEAR WHAT SOME OF OUR CLIENTS HAVE TO SAY...

"Thank you for the contributions you made to our recent Management Development meeting. Your session was very well received. The group was particularly impressed with your interactive delivery technique and have commented that you were attempting to work with them through the issues and not lecture them on how to address the issues. I think this is something all too rarely done."

Tony Hartley - *National Business Development Manager*
Mercantile Mutual (02 9234 7305)

"In today's business environment we want more than just a speaker to inspire and inform us. We want them to partner with us to provide us with innovative ideas and strategies to ensure that the presentation message lives on long after the conference has finished. Keith gives us unprecedented value and works with us to deliver a tailored solution for our organisation."

John Roca - *CEO*
LEXUS AUSTRALIA (02 9710 3151)

"I get to share the stage with a great variety of presenters... informative, inspirational, humorous and technical. But when Keith is on the programme I know it's going to be a stimulating session for he embodies all of the above. I admire people pursuing their dreams with passion. Keith's life is an extension of his passion and his presentations make both an impact and a difference. His value add and take away elements are uncomplicated and can be used immediately by the business groups he shares time with."

Max Walker - *Sporting Legend, Author, Speaker*
(03 9823 1427)

PRIOR TO THE PRESENTATION I WILL:

- Be available to discuss the presentation outline with you prior to the conference.
- Send to you in advance my travel itinerary, audio-visual requirements, personal introduction, photos and any additional marketing material.
- Have a specific plan to accomplish your key conference objectives from my presentation.
- Interview key people within your organisation as part of my research process.
- Coordinate with the set-up crew in advance to ensure my logistics fit your overall agenda.

DURING THE PRESENTATION I WILL:

- Interact with the audience and involve them through questions, a show of hands, eye contact and exercises.
- Stimulate, involve, inform, provoke and entertain your conference audience.
- Relate my key points to your people and your organisation and use creative learning techniques so the audience will remember the key points.
- Use PowerPoint slides, audio and video clips to enhance the look, feel and impact of my presentation.
- Allow for questions and comments from the audience during the presentation.
- Stick to my timeframe and adjust if necessary to ensure your agenda stays on track.

AFTER THE PRESENTATION I WILL:

- Stay around after the presentation to answer questions or hear comments.
- Check out and depart with minimal effort to you.
- Itemise my expenses, provide receipts and bill you promptly after the speech.
- Discuss with you strategies to continue the impact of my message after the presentation.
- Reinforce the key messages for 12 months through articles and emails.