

Providing Stellar In-Person Customer Service: *Your Action Plan*

Live Audio Conference
July 31, 2013 • 1:00 PM – 2:30 PM EST

Imagine if every one of your customer service representatives communicated with more clarity, tact, and finesse, even under pressure - and with difficult customers. Imagine if your reps had a clear plan of action when dealing with specific challenging customer service situations they face on a daily basis rather than just winging it or doing the best they can. Now is your opportunity to take your customer service and move it up several notches - to the top rung.

We all know the impact customer service has on our bottom line. Customer service starts with the first person your customer meets at your organization, and the level of service provided directly impacts the perceived value of your company and its products and services. The more employees can learn to take advantage of opportunities to provide stellar customer service, the more money your company makes - it's that simple.

During this live audio conference, you will learn specific visual and verbal techniques they can immediately implement when dealing with customers. From listening strategies that enable representatives to hear what the customer is really saying, to body language techniques that send the right visual messages, to techniques that turn difficult customers into raving fans - this program delivers tools that will enable your company's representatives to amaze your customers with their new-found level of service and professionalism.

Setting the Right Tone

- Project an Image of Superior Customer Service Within the First 30 Seconds
- Use Visual Cues That Demonstrate an Attitude of Stellar Customer Service
- Gain Trust and Respect From the Start - So That Mistakes Don't Matter as Much

Verbal Customer Service Strategies

- Simple Free-Style Scripting Techniques You Can Use to Deal With a Variety of Situations
- Danger Phrases to Eliminate From - and Power Phrases to Add to - Your Verbal Repertoire
- Opening Lines and Closing Lines to Help You Begin and End on a High Note

Body Language Techniques

- Project the Image of an Engaged, Empathetic, Active Listener
- Encourage Cooperation and Collaboration Using Visual Strategies
- Match the Tone of What's Being Said With the Visual Message Being Projected

Difficult and Challenging Customers

- View a Difficult Customer for What He or She Really Is - A Golden Opportunity
- Re-Establish Trust and Confidence With a Disappointed or Angry Customer
- Avoid Making the Most Common Mistakes People Make When Dealing With Upset Customers
- Use Simple Power Phrases to Win Over Angry or Emotionally-Charged Customers

Dan O'Connor Power Diversity, LLC

- Owner of Power Diversity, LLC, specializing in communication, customer service, and dealing with difficult people training
- Concentrates in delivering scripts, tactics, power phrases, and tools that attendees can immediately use to become more powerful, positive, effective communicators
- Writer of many popular communication books and resources, including his latest top-sellers, *Say This - NOT THAT!!*, and *Energy Vampire Slaying: 101*
- More than 15 years experience speaking, consulting, training, and lecturing, specializing in communication, customer service, and dealing with difficult people at work
- Recently featured in *Woman's World Magazine* as one of America's leading communication experts
- Host of #1 rated podcast, "Professional Communication Tactics"
- Hundreds of satisfied companies have worked with Dan to improve customer service and improve communication at work, including the U.S. Army, U.S. Air Force, U.S. Forest Service, Apple Computers, M.D. Anderson, Johns Hopkins University and more
- Can be contacted at dan@powerdiversity.com, 877-570-1573 or www.powerdiversity.com

\$99 PER ATTENDEE

Receive an additional
manual and CD package
of this program
for only \$69!

SIGN UP TODAY: www.lorman.com/ID392119

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Live Audio Conference Tuition (Includes Free Downloadable Manual With Attendance)

- Yes! I would like to attend.** (\$99 per person)
- Yes! I would like the Best Value discount.**
(\$168 per package [\$99] plus CD recording [\$69*] of this audio conference)
- Yes! I would like to become a Customer Service Training Resource Silver Member (\$179) and attend for FREE!**

I am unable to attend but I am interested in:

- CD/Manual Package* (\$99 per package)

Amount Enclosed

\$ _____ Tuition Subtotal
\$ _____ Shipping & Handling (\$8.95 first item, \$1.00 each additional)
\$ _____ Sales Tax (If tax-exempt, please include your certificate.)
\$ _____ TOTAL

*Add \$8.95 shipping & handling plus applicable sales tax to product orders. Please allow four to six weeks after the date of the live audio conference for delivery.

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Card number _____	Exp. Date _____

Names of Attendees

PRIORITY CODE	
NAME	
TITLE	EMAIL
NAME	
TITLE	EMAIL

Firm Information

FIRM NAME		
ADDRESS		
CITY	STATE	ZIP CODE
TELEPHONE	FAX	WEBSITE

Approving Manager

NAME	
TITLE	EMAIL

Customer Service Training Resource Membership Information

Lorman has partnered with Customer Service Training Resource to offer a training and development website dedicated to customer service professionals. Become a Silver member of Customer Service Training Resource and receive 2 free audio conferences, unlimited on demand webinars and 25% off seminar registrations! Annual membership is only \$179. Join today and start saving immediately!

Visit www.lorman.com/ID392119 for more info!

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GENERAL INFORMATION:

- This live audio conference may be recorded by Lorman.
- If you need special accommodations, please contact us two weeks in advance of the program.
- Lorman Education Services is not approved to offer self-study CPE credit for accountants; therefore, no CPE will be given for this program if ordered as a self-study package.

CANCELLATIONS: Substitute registrants can be named at any time. A full refund, less a \$20 service charge, will be given if notification is given six or more business days in advance. Notification of less than six business days will result in a credit that can be applied to any Lorman product or service. If you do not cancel or attend, you are responsible for the entire payment.

How Do I Register?

EMAIL: customerservice@lorman.com

WEBSITE: www.lorman.com/ID392119

TELEPHONE: 866-352-9539

FAX: 715-833-3953

MAIL: Mail this form with payment information to:

Lorman Education Services
Dept. 5382, P.O. Box 2933
Milwaukee, WI 53201-2933

SEMINAR ID: 392119

Who Will Be There?

This live audio conference is designed for customer service managers and representatives, operations managers, account managers, credit and billing managers and representatives, receptionists, technical and support managers, and representatives.

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a Silver Member of
Customer Service
Training Resource**

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