

Customer Loyalty: How to Keep Them Coming Back



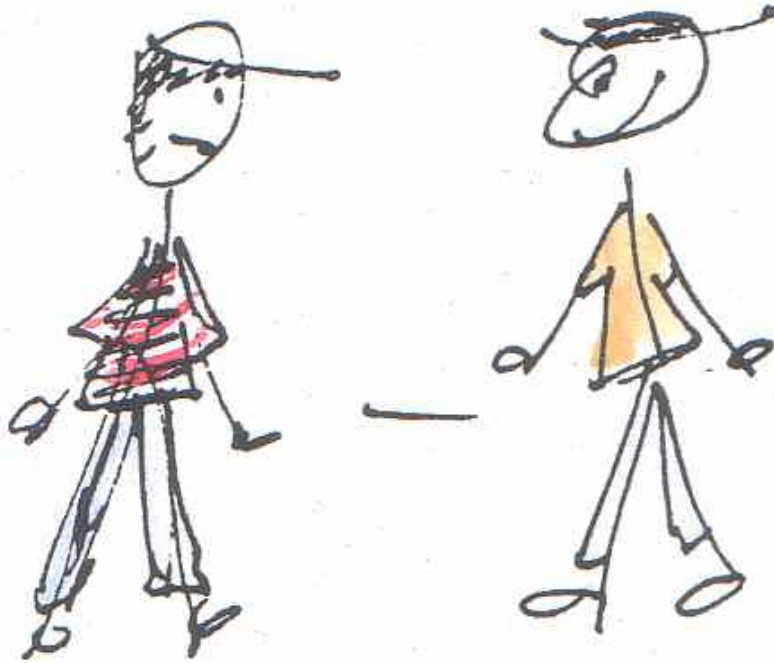
Repeat customers are not only the lifeblood of a hospitality business—they are a vital sign of its overall health and a predictor of its survival in a highly competitive business environment.

The objective of this workshop is to encourage participants to begin thinking outside the box by focusing, not on customer problems, but on the things that work to build customer loyalty. Its purpose is to energize participants to create and share ways to make each customer a regular because they know that in the long run this is what best serves both the business and the customer. It is highly interactive and features case studies tailored to participants' businesses. Program length: 1 hour minimum, 2 hours preferred.

theCenter for Career
and Business Development

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On-the-job Customer Service Coaching for Supervisors



The daily interaction between staff and customers is the front line of customer service. This is also the best place to teach staff members how improve delivery of the kind of service that will assure happy, long term customers (and happy, long term employees).

In this workshop, front line supervisors are given coaching tools and practice in using them to walk employees through challenging customer service situations, including those which require sensitivity to individual styles and generational differences. The program is highly interactive and features assessment of newly acquired coaching skills by both class and instructor. Program length: 1½ hours minimum, 3 hours preferred.

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Customer Service Best Practices



Participants in this program gain an understanding of the value that high quality customer service offers not only for the businesses they work for, but also for their own professional development. A basic work ethic model is presented along with specific customer service approaches and techniques. This is excellent training for any employee who has direct contact with the public and it is particular appropriate for pre-season preparation of employees in seasonal business sectors.

Some participant responses:

- *“The seminar was great. It refreshed me and gave me new ideas.”*
- *“Very informative and well done”*
- *“I learned something today that will help me in my current job and in the future”*

Program length: 1½ hours minimum, 2 ½ to 3 hours preferred. Approved for a matching grant through the Workforce Training Fund of the Massachusetts Division of Career Services.

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Customer Service—The Big Picture



The direct link between customer service and increased sales, repeat business and referral is the focus of this program. Participants are taught to see themselves as an integral part of the “big picture”—the success of the business they work for.

Situations specific to the business settings of the participants are role-played and models for dealing with difficult people are presented. The training is designed to enhance the ability and confidence of employees who already have basic customer service skills or to impress on new employees how critical a high level of customer service is to the company.

Some participant responses:

- *“Enlightening. Please do more of these seminars”*
- *“Very good class. I wish we had brought our entire staff”*
- *“Role play was wonderfully true to life”*

Program length: 1½ hours minimum, 2 ½ to 3 hours preferred. Approved for a matching grant through the Workforce Training Fund administered by the Massachusetts Division of Career Services.

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Understanding Customers

Re-energizing your Business Focus



This program is for business owners and managers who want to re-energize their focus on customers and are willing to take a good hard look at how well they are paying attention to the things that create and keep good customers throughout their entire organization.

Through the use of case study analysis participants step out of their familiar business settings and take a new look at the fundamentals of customer service for the purpose of evaluating how well these principles are being applied in their company. This program moves beyond lip service about the importance of good customer service by challenging owners and manager to lead the charge toward making the customer a priority all the way from the highest to the lowest levels of the company. Program length: 45 minutes minimum, 1½ hours preferred.

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Customer Service Training for Employees with Inside Sales Responsibilities



Employees in customer service roles in banking and other professional service industries are increasingly being called upon to be more proactive in presenting products and services to customers. Often these employees have excellent rapport with their customers but are uncomfortable “selling to them”. This training helps them to grow professionally and make a more comfortable transition into a more sales-oriented role.

It offers a new model for customer relations in which education and information are the focus of communication; critical skills, such as attentive listening, benefit articulation, and valued-added servicing are presented and practiced using the business situations and language of their industry. Participants are given specific tools to help them move to higher levels of professionalism in serving both their customers and the business interests of their employers. Program length: ½ day minimum, full day preferred.

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