

# Customer Service Training

**ENTRY LEVEL**  
TO  
**SUCCESS**

BY  
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# 3 Questions to Ask Yourself

- *What do I expect to get from this training?*
  - *What do I want in life?*
- *Who can help me get what I want?*



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# My Friend Mark



# Mark's Rules

- *Be kind to others*
- *Don't hang around people who do drugs*
- *Travel where there is a chance to find odd jobs*
- *Don't be too prideful to take any job offered*



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# What Game Do You Want to Play?



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“Playing the game is only  
enjoyable when you have a  
chance at winning  
...and it’s really fun when  
you are winning”



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# What Was Your Worst Customer Service Experience?



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How do we make  
sure your  
experience  
doesn't make  
that list?



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YOU WILL RETRACK YOUR ENTIRE LIFE

**THIS IS WHY 4% SUCCEED**  
**AND 96% FAIL!**

# The 6 Human Needs

1. Certainty
2. Uncertainty/Variety
3. Significance
4. Love/Connection
5. Growth
6. Contribution



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# Certainty

*Knowledge*

*Comfort*

*Predictability*

*Consistency*



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# Uncertainty

*Variety*

*Surprise*

*Spice*

*Problems*



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# Significance

*Prestige*

*Influence*

*Power*

*Control*



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# Love & Connection

*Relationships*

*Friends*

*Family*

*Significant Others*



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# Growth

*Achievement*

*Progress*

*Creativity*

*Accomplishment*



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# Contribution

*Compassion*

*Service*

*Giving Back*

*Helping Others*



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# The 6 Human Needs

1. Certainty
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Part 2

# The Secret to Great Customer Service



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# Be Fully Present

- Use eye contact
- Put down your phone
- Stop trying to multi-task



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# Game #1

## Phone Addiction



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# Game #1 – Are You Addicted to Your Phone?

You reach for your phone the moment  
you're alone or bored.

1 = Rarely/Never

2 = Sometimes

3 = Often

4 = Constantly/Always



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# Game #1 – Are You Addicted to Your Phone?

You wake up multiple times at night to check  
your phone.

1 = Rarely/Never

2 = Sometimes

3 = Often

4 = Constantly/Always



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# Game #1 – Are You Addicted to Your Phone?

You feel anxious, upset, or short-tempered when you can't get to your phone.

1 = Rarely/Never

2 = Sometimes

3 = Often

4 = Constantly/Always



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# Game #1 – Are You Addicted to Your Phone?

Your phone use has caused you to have an accident or injury.

1 = No

2 = I sometimes bump into things

3 = I have hurt myself or others before

4 = I've caused a serious injury to myself or others



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# Game #1 – Are You Addicted to Your Phone?

You have spent more time on your phone  
this year than you did last year.

1 = I'm spending less time

2 = I spend about the same

3 = I don't know

4 = Yes, I'm spending more time



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# Game #1 – Are You Addicted to Your Phone?

Phone use interferes with your job performance, schoolwork, or relationships.

1 = Rarely/Never

2 = Sometimes

3 = Often

4 = Constantly/Always



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# Game #1 – Are You Addicted to Your Phone?

People in your life are concerned or complain about your phone use patterns.

1 = Rarely/Never

2 = Sometimes

3 = Often

4 = Constantly/Always



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# Game #1 – Are You Addicted to Your Phone?

You struggle anytime you try to limit your phone use.

1 = Rarely/Never

2 = Sometimes

3 = Often

4 = Constantly/Always



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# Game #1 – Are You Addicted to Your Phone?

If you scored 17 or higher, you likely have a moderate to severe phone addiction



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# Build Relationships of Trust

- Show Genuine Interest
- Smile
- Remember Names
- Be a Good Listener
- Share in their Interest
- Make them feel IMPORTANT



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# Game #2

## The Listening Game



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## Game #2 – The Listening Game?

- Name the 6 Human Needs
- What was the hitch-hiker's name?
- What was the free offer given at the first of the training?



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# Game #2

## The Listening Game (part 2)



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## Game #2 – The Listening Game?

1. Where did they visit?
2. Who did they go with on their trip?
3. How much did they enjoy their trip?
4. What is their name?



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# Understand the Customer's Needs

- Ask questions
- Be open
- Seek first to understand before trying to be understood



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# Game #3

## 20 Questions “What really bothers you in Customer Service?”



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# Provide a Solution

- Product knowledge
- Believe in what you sell
- Understand your unique selling proposition



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# Game #4

## ”Know Your Product”



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# Create Value

What's the balance between your offering and the customer's wants?



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# Game #5

## The Price is Right



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# Resolve Concerns

- Don't argue with customers
- Know how to deal with concerns (company policies/standards)
- Never criticize
- If you can make it happen, then make it happen



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# Game #6



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# Game #6

## The Dance Off



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# Fulfill Your Part of the Agreement

- What is the Customer expectation?
- Don't over promise
- Don't under promise
- Think beyond this interaction, focus on the long-term



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# Game #7

## The Grand Prize



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# Thank You!

**Ryan@LearnBiz.co**

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