

Customer Service Training

ENTRY LEVEL
TO
SUCCESS

BY
RYAN
MURRAY



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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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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!

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