

Myra Golden's Customer Service Training



Training Themes & Outlines

918-398-9368 | MyraGolden.com

PICK THEMES OR MIX AND MATCH TO MEET YOUR OBJECTIVES

Training Themes

- Customer Experience Over the Telephone
- Human Relations Skills for a Great Customer Experience
- Empathy
- How to Handle Difficult Customers
- Call Control
- Email Writing for the Best Email Experience
- Essential Elements of the Best Chat Experience
- How to Pre-empt an Escalation
- How to Wow Customers
- Complaint Handling

All training sessions are fully customized to your objectives

About Myra's Training

- Interviews and research to collect the necessary information to customize and tailor the message to your industry, company, and most importantly, your people.
- Myra will listen to your agent calls in order to determine service gaps and further customize the training.
- A precision-crafted training session (following the Myra Golden Participant Centered Model) to help your attendees retain and apply the new ideas and strategies.
- Targeted reinforcement materials that vary by program, and can consist of a take-away wallet card or S.M.A.R.T. Goal Setting.
- 6-week follow reinforcement online video course.
- 2-hour, 4-hour or full day options.



Myra is best known for her onsite customer service workshops. Her pre event preparation, passionate delivery, and participant-centered approach makes her one of the most in-demand customer service trainers in North America.

"I appreciated all the pre-work you did to learn about McDonald's training and operational procedures. You did a great job of customizing your training to meet our specific needs. Also, it appeared as though the entire group was completely engaged and thoroughly enjoyed the training."

Former Senior Manager, Customer Satisfaction, **McDonald's Corporation**

Course Descriptions

Customer Experience Over the Telephone

This training is about how to consistently deliver friendly and personable interactions over the telephone. Myra introduces 4 elements of the perfect call opening, walks your people through the best way to place customers on hold and she demonstrates how to end calls on a positive note.

The outcome of this training is customer service professionals who are prepared to establish rapport with callers within the first few seconds of the call, handle the body of the phone call with poise and end calls on a friendly note.

Key Take-aways:

- 4 key elements of the perfect call opening – an opening that sets the tone for a friendly interaction
- How to welcome a caller to the phone interaction in a manner similar to welcoming a guest into your home
- Why you shouldn't ask probing questions prior to using a "lead-in"
- How to place callers on hold in the friendliest way possible
- A 3-step way to give your customers a fond farewell so that you end the call on positive note

"I have attended many customer service trainings and I have worked in customer relations for many years. Today I learned more in a few hours than I ever could have imagined! And the way Myra presented the information was wonderful."

Caitlin Singer, Team Lead, Aveda Corporation

How to Talk to Customers

Human Relations Skills to Help You Deliver a Delightful Customer Experience

How to Talk to Customers protects your employees from coming across as rote, cold or uncaring. This training gives your employees the human relations skills they need to deliver a warm, friendly, conversational customer experience.

This training is perfect for:

- Employees who have a tendency to interrupt or over talk customers
- Organizations concerned that employees sound rote or robotic
- Companies wanting to deliver a warmer, friendlier, more natural customer experience

The outcome of this training experience is frontline employees who are prepared to deliver a warm, conversational, friendly experience through positive language that sets the tone, yielding to callers, speaking in complete sentences and pacing customers.

Key Take-aways:

- The friendly way to exchange pleasantries with a customer without losing control of the conversation
- Why you need to bridge into questioning with customers
- How to make your customers feel smart and good – even when they ask questions you might think are “dumb”
- How to make sure your language does not provoke customers
- Why you should never tell a customer they are wrong – even when they are wrong
- The reason you must yield to callers so that you never over talk or interrupt

“I was very pleased with Myra’s presentation, but even more so, I was left with a sense of new energy and desire to put her recommendations to use. I can’t wait for Monday.”

Tim O’Laughlin, The Coca-Cola Company

Empathy

An experiential course designed to inspire empathy

Myra Golden's Empathy workshop is a short highly engaging professional development experience designed to inspire your people to truly feel empathy for their customers. Through videos and stories designed to evoke authentic emotion and thought provoking debriefing with Myra, your people will be inspired and motivated to convey empathy to your customers.

The outcome of this training is customer service professionals who are inspired to communicate with patience, care, concern and compassion.

Key Take-aways:

- What empathy is and how it differs from sympathy.
- Empathy is important, yet we don't want to get too personal or involved with customers. Myra walks you through how to have appropriate empathy with customers.
- A profound real-life empathy lesson from employees of the renowned Cleveland Clinic.
- Myra challenges your people to truly put themselves in their customer's shoes.

“Not only was Myra focused and articulate in her presentation, but the personalized approach she takes to such difficult topics as anger as it relates to customer service will make me a more insightful Rep.”

Michelle Paglione, Estee Lauder Companies

How to Handle Difficult Customers

Conversational Aikido: 5 Aikido principles to put customer service professionals in control when dealing with challenging customers

Thanks to the Internet and social media, customers are more savvy now than ever before. Although this sounds like a good thing, the net result is an increase in stress for frontline customer service professionals. According to Newsweek magazine, the stress level of consumer services professionals is comparable to that of air-traffic controllers and police officers. In short, the role of customer service now ranks as one of the 10 most stressful jobs in the U.S.

In this training Myra Golden reveals that extremely difficult customers are determined to force corporations—via the customer service professional—to give in to the consumer demands—reasonable or not. This means the customer service professional must develop a response plan.

Myra, a former global head of customer care, teaches leaders how to achieve harmony with dissatisfied and difficult customers through the use of conversational aikido.

The outcome of this training is participants who are prepared to create calm, find resolutions that balance the interests of the customer and the company, how to reduce escalations, and how to create a positive conversation challenging customers.

Key Take-aways:

- Get 5 powerful keys from the martial art Aikido to position you to communicate assertively, create calm and take control with difficult customers.
- Learn why the issue isn't the issue. The way the issue is handled becomes the real issue.
- Understand the importance of acknowledging a customer's anger as a tool to de-escalate.
- How listening with the intent to understand the customer is a powerful tool for creating calm and getting the customer to stop talking and listen to you.

Call Control

Using conversational Aikido to politely and effectively control calls

Studies show the average business call lasts 2 minutes longer than it needs to. Customer service employees struggle with call control for a variety of reasons, including they don't want to be rude to the customer, they aren't sure how to move to closure or because the customer is rambling or angry.

Using the principles of harmony, assertiveness and leading from the martial art Aikido, Myra walks your employees through the steps to politely and confidently control conversations.

The outcome of this training is employees who possess the soft skills to make customers feel heard and understood, politely lead conversations and assertively bring calls to closure.

Key Take-aways:

- An introduction to the communication chain and why you must never leave the chain unlinked – because that makes customers talk more.
- How acknowledging customer concern makes customers feel heard and understood – feelings that tend to remove the need for customers to ramble on.
- Perfect statements to help employees gain control with aggressive customers.
- How to use the “topic grab” approach to politely get a long-winded or storyteller to get to the point.
- How asking 3-closed ended questions back-to-back instantly puts you in control of ANY conversation.
- 4 ways to politely bring the call to closure after you have met all of the customer's needs.

How to De-escalate

An assertive approach to pre-empting an escalation in aggression

Creating calm with difficult customers is not a matter of using aggressive tactics. It's also not about employees being a doormat, giving in to customer demands or escalating to a supervisor. This training is about how to take assertive control, create calm and pre-empt escalations.

Key Take-aways:

- The 3-step process politicians, police chiefs and CEOs use to de-escalate a crisis situation and how you can use these same steps to de-escalate conversations with difficult customers.
- Exactly what to say to the customer who demands to speak to a supervisor. This method is polite and effective.
- You cannot ignore a customer's expression of anger – find out why.
- The psychology of anger – Understand what is going on in the mind of your angry customer.
- Three things angry people want – knowing these things is the most powerful way to preempt an escalation.

The outcome of this training is employees walk away with specific techniques to create calm, take control of the call, defuse anger and move the call to closure.

“Myra’s positive attitude really makes me feel that one person can completely change another’s state of being.”

Pablo Martinez
Consumer Affairs Specialist
Kellogg's

Email Writing

3 Elements of a Great Email Customer Experience

The outcome of this email writing training is employees who know exactly how to make emotional connections with customers through the use of tailoring, conveying empathy when appropriate and by strategically using personal pronouns.

Key Take-aways:

- The 3 things you have to get right in order to have the best email customer experience
- How to strategically use personal pronouns to instantly make your emails friendlier and more personable
- Review actual email examples of near-perfect emails from great companies
- A comprehensive take-away grammar guide to help your people avoid embarrassing grammar gaffes
- 4 ways to connect with customers over email
- Why you should aim for short sentences in emails to customers
- How to avoid the top 3 grammar mistakes that rob your company of credibility

Complaint Handling

How to completely restore customer confidence and regain goodwill after any service failure...even with difficult customers

In this critically acclaimed training, Myra introduces the Ten Golden Rules for Complaint Resolution – a field-tested and proven strategy for resolving complaints in such a way that regains customer goodwill. Myra specifically designed Ten Golden Rules to help employees establish rapport and create trust with unhappy customers, make customers feel heard and understood, and most importantly, to completely restore confidence in her client's brands.

Most of Myra's clients report that the Ten Golden Rules dramatically reduce talk time because every point employees need to make is clearly lined out in a way that is practical, easy-to-implement, and extremely effective.

Employees gain strategies, tactics, and psychological insights for dealing with demanding, irate, and unreasonable customers, learn to deal with difficult customers with diplomacy and tact, say "no" without causing resentment, respond to negotiation ploys, avoid damaging admissions, and resolve problems without giving away the store.

Key Take-aways:

- Exactly what it takes to make peace and regain goodwill in problem situations...Myra's 4-tier response strategy is backed by more than 10 years of research from Gallup and it's guaranteed to restore customer confidence with more than 90% of your customers
- How to establish rapport with complaining customers – in 15 seconds flat...All of the gurus are talking about these simple strategies (from Stephen Covey to Tim Sanders), yet almost nobody is doing this!
- When to apologize to customers and how to do it...Research has found a link between a heartfelt apology and a drastic reduction in lawsuits and attorney fees. But how do you offer an apology that is both "safe" and sincere. Myra will show you!
- How Cracker Jack® introduced the world to surprise and delight and how you can do it too in the wake of problems!
- How to handle the customer who demands to speak to your supervisor- without refusing the customer AND without transferring the call
- You'll love this: a sure-fire response to the yelling or cursing customer

How to Wow Customers!

Based on Myra's critically acclaimed "Beyond WOW" workshop, this module delivers 20 concrete ways for your employees to make emotional connections with your customers. From the memorable "Be Gumby" technique to the "Man in the desert" analogy to ideas from Disney, Starbucks, Zappos and Apple, your employees will walk away from this module with realistic ideas for improving the customer experience and the inspiration to truly commit to WOWing your customers at every touch point.

In this upbeat and fun training experience you will learn:

- How to establish rapport with your customers over the phone in 6 seconds flat.
- How to meet both expressed and un-expressed customer needs. This tip alone will give you rockstar status.
- How to make every caller feel taken care of
- 6 ideas from the Apple Genius Bar.
- Steven Coveys 5th Habit...discover what it is and why you need to master it in order to make your point with difficult customers.
- The power of connection...make emotional connections with your customers through empathy, acknowledgement, and being fully present in the moment.
- A list of great phrases that convey empathy... these phrases will help you create calm with unhappy customers and instantly help you create rapport with customers.
- Get a 15-point take-away guide that provides field-tested and proven tips for making emotional connections with customers over the phone.
- Discover ways you may inadvertently be communicating with provoking language and learn how to quickly make your communication supportive.
- Get tips on the best ways to acknowledge concern and respond to complements.
- We'll show you how to gently bridge into questioning so you don't turn your customers off.
- The customer service icon that customer service professionals are flipping for...what Gumby can teach you about solving problems customers experience.