



Customer Service

Course Objective: You will explore the background and techniques of customer interactions.

Prerequisites: There are no prerequisites for this course.

Lesson 1: The Value of Customer Care

Topic 1A: Understand Customer Care
Topic 1B: Customer Care and Motivation
Topic 1C: Standing Out with Customer Care

Lesson 2: Customers Define Success

Topic 2A: Trends in Customer Service
Topic 2B: The Customer Care Equation

Lesson 3: You Make the Difference

Topic 3A: The Human Touch
Topic 3B: Applying the Human Touch

Lesson 4: Customer Relationships

Topic 4A: Face-to-Face Contact
Topic 4B: Service Face to Face
Topic 4C: Benefits of Active Listening
Topic 4D: The Value of Complaints
Topic 4E: The Service Recovery Process

Lesson 5: Who is the Customer?

Topic 5A: Customer Relationship Management
Topic 5B: Internal Customers
Topic 5C: Value Chain Management

Lesson 6: Engage Difficult Customers

Topic 6A: The Unreasonable Customer
Topic 6B: The Angry Customer
Topic 6C: The Unhelpful Colleague

Lesson 7: Increasing Customer Loyalty

Topic 7A: Moments of Truth
Topic 7B: Analyze Moments of Truth

Lesson 8: Increase Sales via Service

Topic 8A: Sales Orientation
Topic 8B: Features and Benefits
Topic 8C: The Nature of Persuasion



Dealing with Challenging Customer Interactions

Training Course Content

Course Objective: You will explore methods for dealing with common difficult customer interactions.

Prerequisites: To ensure your success, we recommend you first take the following courses or have equivalent knowledge: Customer Service via Phone and Email, Emotional Intelligence.

Lesson 1: Establishing a Solid Customer Relationship

Topic 1A: Review Customer Service Basics

Topic 1B: Recognize a Difficult Situation

Topic 1C: Work Within Your Company's Parameters

Topic 1D: Handle Simultaneous Customer Contacts

Topic 1E: Handle a Difficult Customer Interaction

Lesson 2: Overcoming Communication Issues

Topic 2A: Adapt to the Customer's Personality Style

Topic 2B: Identify the Customer's Issues

Topic 2C: Overcome Communication Issues

Lesson 3: Resolving Challenging Situations

Topic 3A: Educate the Customer

Topic 3B: Focus on the Issue

Topic 3C: Overcome Negativity

Topic 3D: Redirect the Customer

Topic 3E: Follow Up on a Challenging Situation

Financial Essentials

Course Objective: You will explore the fundamental concepts of finance.

Prerequisites: To ensure your success, we recommend that you have experience with creating, editing, formatting, saving, and printing spreadsheets in Excel. Knowledge of formulas and functions is also necessary (Sum, Min, Max, Average, If, and applying absolute referencing) to be successful in this class. Students can obtain this level of skill through our Level 1 course.

Lesson 1: Budgeting Fundamentals

Topic 1A: Budgeting Benefits
Topic 1B: Budgeting Methods

Lesson 2: Managing a Budget

Topic 2A: Prepare a Budget
Topic 2B: Control a Budget

Lesson 3: Exploring the Ground Rules of Finance

Topic 3A: Who Needs Finance?
Topic 3B: Track Revenue and Expenses

Lesson 4: Using Financial Statements

Topic 4A: The Income Statement
Topic 4B: The Balance Sheet
Topic 4C: The Cash Flow Statement

Lesson 5: Evaluating Performance

Topic 5A: Make Comparisons
Topic 5B: Determine Liquidity
Topic 5C: Determine Activity
Topic 5D: Determine Profitability
Topic 5E: Determine Solvency

Lesson 6: Making Investment Decisions

Topic 6A: The Investment Decision-Making Process
Topic 6B: Conduct a CVP Analysis
Topic 6C: Project Appraisal Techniques