



# How to do Incredible Customer Care

According to recent research the UK economy has never been so service orientated. 70% of business in this country is service based. Firms are being distinguished by how well they look after their customer.

Repeat business is actively sought by companies. I saw a company strap line recently that read "98% of our business is repeat business". A sure sign of good customer service. You only get repeat business if your people can do incredible customer service.

Our workshop is simple yet alarmingly powerful. A straightforward model forms the backbone of every client interaction and the skills are developed within the model. Some benefits to you in training your staff to become customer care professionals.

*"Many, many thanks for an excellent course, it really focussed me towards my objectives"*  
Derek Neerkin, Mortgageland Ltd.

Our four part model involves

<b>Respond to your customers request</b>	<ul style="list-style-type: none"> <li>• Building rapport</li> <li>• Dealing with first impressions</li> <li>• Maximising your body language</li> <li>• Pacifying angry customers</li> </ul>
<b>Record your customers request</b>	<ul style="list-style-type: none"> <li>• Questioning well</li> <li>• Listening perfectly</li> <li>• Clarifying</li> </ul>
<b>Solve your customers request</b>	<ul style="list-style-type: none"> <li>• Involving your customer in the solution</li> <li>• Dealing assertively</li> <li>• Lateral thinking</li> </ul>
<b>Action your customers request</b>	<ul style="list-style-type: none"> <li>• Taking action</li> <li>• Under promising and over delivering</li> </ul>

Our workshop has been successfully delivered to varying organisations and can be tailored to suit yours quite easily and effectively. The approach is interactive, accelerated using exercises, games and plenty of involvement from course delegates. The word fun comes to mind if you enjoy the learning, you'll retain more of the learning and that's our personal crusade when we train you.

Make your staff stand out from the crowd. Give them the power to do incredible customer care

*"Excellent course and excellent study material, thanks very much"*  
Trevor Youens, Director, Flowers Independent Financial Advisers

- It means you'll be able to recruit for attitude and train for skills.
- You'll empower them to deal with virtually all encounters. This will motivate them and allow them to get closer to their customers.
- Complaints will be dealt with effectively at the source before they get any worse.
- They'll enjoy their work more if they are able to handle people more professionally.
- The skills learnt can be used in a variety of situations.
- Becoming more assertive when dealing with people, reduces stressful moments which we all have at work particularly when dealing with internal customers.

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