



# Customer Service Training 101: Quick and Easy Techniques That Get Great Results

*Renee EVENSON*

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## **Customer Service Training 101: Quick and Easy Techniques That Get Great Results** Renee EVENSON

If the true face of any organization is its customer service people, then nothing is more important than the training of these crucial employees. Customer Service Training 101 offers an easy-to-implement approach for busy managers and trainers seeking to motivate their people and equip them with the tools they need to excel in this essential role. Featuring interactive lessons that can be adapted for any type of business and for any type of trainee, this ready-to-use guide addresses important customer service areas including: \* making a good first impression \* projecting a positive attitude \* communicating effectively through verbal, nonverbal, and listening skills \* developing trust, establishing rapport, and making customers feel valued \* confidently handling "difficult" customers and situations \* interacting effectively face-to-face, and via telephone and e-mail The professionalism and enthusiasm of frontline employees reflect directly on the company they represent. Packed with powerful, proven ideas, this inspiring, comprehensive training manual will pave the way to superior customer service.

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