



# Customers... Handle With Care!!

## Do your Staff.....

- Treat customers well?**
- Listen to & communicate with customers?**
- Understand how their jobs depend on customers?**
- Know how to react with irate customers?**

In an era of over supply and increasing competition, no company can afford to offend and turn away customers because of poor staff attitudes or lack of awareness of the importance of listening to and communicating with customers.

To help solve this ongoing problem, **PERFORMAX Technologies Inc.** has designed and developed some simple techniques, management processes and training modules to help your staff handle customer contacts ("Moments of Truth").

This Workshop is designed for non-sales staff, and it has the simple objective of increasing revenues by ensuring everyone understands:

- The need for improved customer satisfaction, and**
- Their individual roles & skills to achieve this goal!**

The Agenda for this one-day workshop is as follows:

**Module 1:**Who pays us?

**Module 2:**How can we treat Customers better?

**Module 3:**Identifying Opportunities

**Module 4:**Typical Customer Contacts

- Today

**Module 5:**Typical Customer Contacts

- Tomorrow

**Module 6:**How can we help to sell more?

**"Customers.. Handle With Care!!"** is easily customized. In particular, Modules 4 and 5 include role-plays around your most common sources of customer dissatisfaction. This ensures that everyone understands the customer's point of view and, more importantly, how to react and help the customer - even when the customer is upset.

To really develop the skills needed, the role plays of the workshop may be run multiple times until you have covered all the top customer satisfaction issues.

Our associated consulting firms can provide consulting services to assist you in modifying or adding to the standard workshop to make it truly reflective of your environment.

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## TYPICAL COMMENTS FROM SPONSORS & PARTICIPANTS INCLUDE:

*"Why didn't someone give me this before?"*

*"Excellent program of great value."*

*"The most practical and pragmatic approach to significantly improve sales effectiveness & results"*

*"The Country level management experience of the consultants was vital."*

*"Never seen such an approach before."*

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