

## PROFESSIONAL DEVELOPMENT PROGRAMS

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8:30 AM–4:30 PM

# CUSTOMER SERVICE: DEVELOPING CUSTOMER LOYALTY FOR LIFE

For most people, success in providing exceptional customer service depends heavily on how well – or how poorly – they handle relationships with their customers, co-workers and supervisors. Learning how to create customer loyalty by working effectively with others is the objective of this program. You will learn to handle difficult customer situations, complaints and criticisms. You will learn the effective interpersonal skills necessary to let customers know their thoughts and feelings are important to you. You will be able to build a climate of trust and cooperation in which people will want to do business with you and refer others to your business.

## THIS PROGRAM WILL HELP LEADERS:

- Understand how to work effectively with customers and others to build customer loyalty.
- Practice listening techniques to build rapport and trust.
- Apply techniques for handling complaints, criticism and difficult customers.



**Patti Hathaway**

*Patti Hathaway, CSP, The CHANGE AGENT, is one of less than 8 percent of speakers worldwide to earn the coveted Certificate Speaking Professional (CSP) designation from the National Speakers Association. Hathaway is the author of Feedback Skills for Leaders, and she is the co-author of Managing Upward: Strategies for Succeeding with Your Boss. Her book, Untying the 'Nots' of Change Before You're Fit to be Tied is based on surveying over 1,500 people in a wide range of industries. Patti most recently started a book series for banks on developing customer loyalty: Banking Secrets for Customer Loyalty. Her books have sold more than 100,000 copies worldwide. Hathaway changes people's perspective through the use of her strong content and compelling personal stories delivered with visuals, humor and high energy.*