

2 HALF-DAY SEMINARS

Designed exclusively to meet the scheduling needs of customer service specialists!

CUSTOMER SERVICE Survival Skills

Sharpen Your Customer Service Skills with These 2 Powerful Programs!

In this exciting day of training, we'll present two of our most popular customer service topics — each in an intensive half-day format. To minimize time spent away from the office, we've packed an incredible amount of information into each of these stand-alone programs. Gain a full day of knowledge in just a half-day of training!



MORNING SEMINAR 8:30 A.M. - 12:00 P.M.

HOW TO HANDLE DIFFICULT CUSTOMERS

Tips and techniques for quick
resolution and customer retention.

AFTERNOON SEMINAR 1:30 P.M. - 5:00 P.M.

THE ART OF UP-SELLING AND CROSS-SELLING

How to increase your profits
with every customer.



Enroll Today!

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P.O. Box 410498
Kansas City, MO 64141-0498

Attend both seminars
and SAVE!

 **FRED PRYOR SEMINARS**

HOW TO HANDLE DIFFICULT CUSTOMERS

Morning Seminar
8:30 A.M. to 12:00 P.M.

Learn to build productive long-term relationships, maintain customer loyalty, and put a positive spin on negative situations — all in just a half-day of powerful, results-focused learning!

All customers are not created equal ...

And for that reason, you must have a variety of creative ideas and savvy responses handy for soothing ruffled feathers, coping with outrageous demands, and handling those inevitable “Murphy’s Law” situations. This seminar is jam-packed with solutions for service excellence that are proven to work in today’s toughest customer service arena — the real world.

Among the insights, tools, and tips you’ll gain:

- What to do when your company’s made a mistake — and you’re the one taking the heat
- How to prioritize without alienating people when you are being pulled in a million different directions
- Ways to stay calm and in control when customers are rude or condescending
- Secrets for maintaining an upbeat outlook and channeling stress into positive energy

Discovering what customers *really* want is critical to gaining their repeat business. We’ll teach you a variety of ways to decipher “customer code” and interpret their words,

actions, and tones more accurately. You’ll find out how to establish positive relationships, rebuild customer loyalty after negative incidents, anticipate problems *before* they escalate, and turn irate customers into your valued allies. You’ll also take a look at customer service excellence through an eye-opening case study, master critical listening techniques, and learn when and how to “bend the rules” without breaking the bank.

Dealing with different customers — the good, the bad, and the (downright) ugly ...

Difficult, unreasonable, overly demanding customers are the bane of many a CSR’s existence. The truth is, you’ve got to get these folks on your side, because they can become your most loyal advocates if you handle them right. We’ll reveal the most effective ways for dealing with customer objections, resolving complaints, defusing confrontations, and creating win-win situations that let everyone walk away satisfied. You’ll discover how to react when customers become angry or verbally abusive, and gain proven tools and strategies for “talking them down” and restoring order.

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COURSE CONTENT

Handle whatever comes your way with dignity, authority, and composure

- Real-world statistics and results of good and bad customer service (These numbers are a real eye-opener!)
- How to respond when your customers suddenly change their attitudes or behaviors
- Case study: What does true customer service excellence really “look like”?
- Who are your hard-to-please customers? This exercise will help you identify their basic personality traits, in preparation for better understanding their needs
- What do your customers *really* want? Here’s how to find out ... and the answers may surprise you!
- No-fail strategies, “magic” words and phrases that get results *fast* when your customers are edgy or agitated
- Master this 3-step process for swiftly overcoming customer objections and winning them back to your side
- When emotions threaten to boil over — use these methods to cool the heat and regain control of the situation
- How to resolve customer complaints by using a “window of understanding”
- How to respond when a customer chooses *you* as a sounding board for venting their anger
- CSR Empowerment — why you and your CSRs need to be able to respond in real time to customer needs
- Tips for turning your Customer Service Help Desk into a thriving profit center
- Develop listening strategies to quickly and accurately help you build a better picture of the customer, the customer’s organization, and their needs
- How and why communicating face-to-face differs from phone contact
- Learn to communicate with different personality styles and transform your customers into team members and allies
- Discover how to say no without causing your customer to tune out, shut down, or take their business elsewhere
- Techniques for repairing damaged relationships and wooing customers back to the fold
- How to turn down outrageous requests while helping customers maintain their dignity and composure
- Steps you can take to rebuild customer trust and loyalty — even when the rift seems major and the situation dire
- Should you make exceptions or “bend the rules”? Sometimes it’s the only way to placate unhappy customers and keep their business.

Can these customers — and sales — be saved?

You’ve promised a delivery to one of your customers, and the warehouse told you they’re backed up at least a week with overflowing inventory. Your customer is livid, and is even talking about canceling the order. What do you do?

Your customer is very interested in your offer, but is adamant about “wanting to think about it overnight.” You desperately want to close the sale TODAY. Can you?

A customer demands to speak to your manager, and doesn’t believe you when you say the manager is unavailable. She becomes increasingly angry and upset, threatening to go directly to the president of the company. How can you “talk her down” without getting anyone else involved?

You’ve been hammering out a deal with a customer for over an hour, trying to convince him to invest in more product than he initially requested. You can finally sense him weakening. You’d like to push a little harder, but is now the right time?

Learn from customer service experts ... not “talking heads”!

Our trainers are full-fledged customer service authorities who’ve lived, worked, and breathed customer service. They’ve toiled in the CSR trenches; they’ve discovered first-hand what works and what doesn’t; and best of all, they’re willing to share their hard-earned knowledge, insider secrets, and fascinating professional anecdotes with program participants. These are “the best of the best” — highly qualified business professionals who also excel at public speaking and adult teaching techniques. They offer inspiration and motivation to participants striving to reach their full potential as customer service professionals.

THE ART OF UP-SELLING AND CROSS-SELLING

Afternoon Seminar
1:30 P.M. — 5:00 P.M.

**Gain critical communication skills to help
you build more effective customer relationships.**

Communication is key to establishing and maintaining successful customer contacts, but sometimes it's hard to keep the "communication pipeline" flowing both ways. Here, we'll explore the words and phrases that can either turn off customers or gain positive results, reveal how you can project a positive "image" of yourself and your company through your voice alone, and examine methods to:

- Improve customer retention
- Build customer loyalty
- Overcome customers' objections without antagonizing them
- Turn potential customers into life-long purchasers

**Develop the skills you need to earn
your customers' trust and confidence
... and the sales will come that
much easier!**

How many times have you talked to a customer, trying to subtly convince them that they need what you're selling?
And how many times has the customer backed off the sale?

The key to successful sales isn't just trying to get people to "buy more." It's discovering what they need, pinpointing how your company's products and services can fill that need, and offering to help them come up with solutions that will benefit them. This workshop will give you a variety of ideas, tips, and strategies for building your product knowledge, identifying how your products and services can best benefit your customers, and conveying those benefits in a positive, supportive manner.

**Learn to take full advantage of every
"hidden" sales opportunity**

Every time you speak to a customer, you're in the position to make a sale. We'll show you how to take advantage of sales opportunities you might not recognize, and maximize your profit potential with every one of your customers!

You'll also discover how to "save" business through cross-selling, persuade customers to increase their purchases using classic up-selling techniques, and master skills for convincing unhappy customers *not* to pull or cancel their orders. You'll even learn how to close sales when situations aren't ideal, and the sales process doesn't seem to be going in your favor.

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COURSE CONTENT

Learn to maximize every customer contact and create effective customer partnerships

- Listening skills no CSR should be without — master these and your job gets a whole lot easier!
- Selling to different personality types — what it takes to “close the sale” in each case
- How to get your foot in the door (and keep it out of your mouth) when calling on new customers
- “Positional Power” — what it is and how to use it to your advantage
- “Flex” your communication style to fit that of your customers, and enjoy greater call-to-close success
- How to adjust your voice tone, the speed of your speech, and projection for maximum impact and positive results
- Specific closing language and techniques that will leave customers *wanting* to do more business with you!
- How to pinpoint and contact key decision-makers in an organization
- Tips and power techniques for generating positive company PR every time you speak to a potential or current customer
- Cross-selling and up-selling strategies that really deliver results
- How to build on your product knowledge to effectively match your customer’s needs with product benefits
- Saving face vs. saving business — know when it’s time to approach the “higher-ups” in a customer company and admit a mistake
- Master critical strategies for improving customer retention and increasing repeat business
- Discover how leveraging self-service technology can dramatically increase your call center’s productivity
- How to use scheduled and planned customer contacts to build customer loyalty and retain customers for life
- Business skills no rep should be without: e-mail protocols, telephone etiquette, customer meetings
- Tools and incentives for recruiting and retaining a motivated sales force
- How creating a personal sales plan will help you set specific goals, achieve greater success, and get more satisfaction and enjoyment from your job
- Write your own “sales dialogue” — use this tool to overcome customer objections and answer questions more easily
- Up-selling to an unhappy customer — yes, you *can* do it, and here’s how
- Use camaraderie and connectivity to win customer trust and get one step nearer to closing the sale
- How to generate more business from cold calls and reduce the number that go unanswered or ignored

Guaranteed Results

All of our seminars are 100% SATISFACTION GUARANTEED! We’re confident that this seminar will provide you with the tips and techniques you need to improve customer service. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we’ll arrange for you to attend another one of our seminars or receive a full refund – *hassle-free*.

We’ve designed these seminars to maximize learning and minimize time spent out of the office!

Customer service professionals (reps, managers, supervisors) are some of the busiest people around. Their on-site presence is absolutely critical to the successful day-to-day function of an organization. Taking time out to attend a seminar — even one that promises to deliver essential information and skills — is often just too time-consuming. It can be especially difficult when more than a few customer service specialists are out of the office at any one time.

That’s why we created this special 2 seminar format. Each half-day seminar stands on its own as a fully-rounded learning experience, covering different, yet complementary information. You and your staff can choose between the two programs to target specific skill-building areas, stagger attendance, and ensure that there are always enough CS reps and managers to take care of business “back home.”

AFFORDABLE TUITION / GROUP DISCOUNT

Attend *How to Handle Difficult Customers* (1/2 day morning) or *The Art of Up-Selling and Cross-Selling* (1/2 day afternoon).

Attend both *How to Handle Difficult Customers* and *The Art of Up-Selling and Cross-Selling* (2 Half-Day Seminars).

Attend both seminars and SAVE!

Hurry, our seats fill fast. Guarantee your enrollment and pay your enrollment fee today! A confirmation will be mailed to you within 10 days. **Payment is due before the seminar.**

Express Seminar Enrollment! Please be sure to provide us your fax number and check the Express Seminar Enrollment box on the registration form. You will receive your faxed confirmation within 48 hours of our receiving your faxed or mailed registration form.

MORNING SEMINAR SCHEDULE

Check-in: 8:00 a.m. – 8:30 a.m.

Program: 8:30 a.m. – 12:00 p.m.

AFTERNOON SEMINAR SCHEDULE

Check-in: 1:00 p.m. – 1:30 p.m.

Program: 1:30 p.m. – 5:00 p.m.

CANCELLATIONS AND SUBSTITUTIONS

You may cancel your registration up to 10 business days before the seminar. Your registration fee will be refunded less a cancellation fee. If you need to cancel less than 10 business days prior to the seminar; you may 1) send a substitute from your organization or 2) transfer your registration fee to another seminar or conference of your choice that is scheduled within 12 months of your original event. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

Please Note

- ▶ We will mail your confirmation within 10 days after you register.
- ▶ If you don't receive your confirmation before the seminar, please phone us.
- ▶ Walk-in registrations will be accepted as space allows.
- ▶ Please, no audio and video recording. See your seminar leader for audio and video program availability.
- ▶ Lunch and parking expenses are not included.
- ▶ If using a purchase order, please attach it to a completed registration form and mail to us right away.
- ▶ You will receive an attractive take-home Certificate of Attendance at the end of the conference – great for framing or including in your personnel file.
- ▶ Payment is due before the seminar.

TAX EXEMPT ORGANIZATIONS

If you are tax exempt, enter your tax exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax Exempt Certificate to us for payment processing. *Thank you.*

TAX DEDUCTION

If the purpose of attending a Fred Pryor Seminar is to help you maintain or improve skills relating to employment or business, expenses relating to the conference may be tax deductible according to I.R.C. Reg. 1.162-5. Please consult your tax adviser.

LET'S AVOID DUPLICATE MAILINGS

If you receive duplicates of the same brochure with different VIP numbers, please send the labels to us at P.O. Box 413884, Kansas City, MO 64141-3884. Please indicate which label is correct, and we'll change our records for the very next update. You may receive some duplicates for a while. Thanks!

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Attention, Customer Service Managers:

Your customer service representatives are the “face” and “voice” of your organization. Often, they are the only contact customers have with your company. CSRs have the power to earn your customers' respect, trust, and loyalty, or drive them right into the arms of your competitors.

These seminars will help them build their skills and confidence when dealing with all types of personalities, on the phone, and in person. They will learn techniques for maintaining their composure during volatile situations and lay the important communication groundwork that leads to more successful customer interactions down the road.

Positive, powerful, and packed to the rafters with need-to-know information, intriguing ideas, quick tips, and creative solutions, these seminars are sure to deliver incredible benefits for your customer service staff as well as for your organization. Your people will walk away with renewed confidence, a more positive attitude, and an arsenal of new tools for delivering the exceptional customer service that keeps customers returning, month after month, and year after year.

When you use the skills, tools, and techniques you'll learn in these seminars, you'll know how to handle each of these situations ... and more!

Make sure everything you learn goes home with you ...

Each of these programs includes a free take-home workbook that summarizes the key points covered ... simplifies note-taking ... makes following along easy ... and serves as a powerful quick-reference customer service guide once you're back at your desk.

Train Your Whole Team with Fred Pryor Seminars On-Site Training Solutions!

Prepare your whole team for success with new skills ... new ideas ... and a recharged staff! We can tailor this seminar or any of our more than 100 On-Site courses to meet the specific needs of your company and bring it right to your front door or to a location of your choice.

It's simple, effective, and convenient. Call today for more information about all of our On-Site Training Solutions including online training, consulting, and keynote speaking.

Let our staff of experienced training consultants help you develop a successful training program so you can focus on what you do best! To learn more about bringing this program – or any of our more than 100 on-site presentations – to your organization, simply call us at (800) 944-8503 for a no-obligation consultation or visit our Web site at www.pryor.com for details.

Enroll today!

HOW TO HANDLE DIFFICULT CUSTOMERS *Morning Seminar 8:30 A.M. - 12:00 P.M.*
THE ART OF UP-SELLING AND CROSS-SELLING *Afternoon Seminar 1:30 P.M. - 5:00 P.M.*

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64141-0498

1 **YES!** Please register me for the *Customer Service* seminar(s) indicated in Section 5.
 Attend *How to Handle Difficult Customers* (morning seminar).
 Attend *The Art of Up-Selling and Cross-Selling* (afternoon seminar).
 Or attend both seminars.

2 **IMPORTANT!** Please fill in VIP number as it appears on the address label.

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VIP _____

3 **ORGANIZATION INFORMATION**

Organization: _____
 Address: _____
 City: _____ St: _____ Zip: _____
 Tele: _____ Fax: _____
 Approving Mgr's. Name: Mr. Ms. _____
 Job Title: _____ Business Home
 E-mail Address: _____

4 **EXPRESS SEMINAR ENROLLMENT**

Please fax my confirmation to me within 48 hours.

My fax number is: _____

5 **NAMES OF ATTENDEES** (Please list additional names on a separate sheet.)

#1 Attendee's Name
 Mr. _____
 Ms. _____
 Mrs. _____
 Job Title _____ E-mail Address _____ Business Home
How to Handle Difficult Customers **The Art of Up-Selling and Cross-Selling**
 Event # _____ Event # _____

#2 Attendee's Name
 Mr. _____
 Ms. _____
 Mrs. _____
 Job Title _____ E-mail Address _____ Business Home
How to Handle Difficult Customers **The Art of Up-Selling and Cross-Selling**
 Event # _____ Event # _____

#3 Attendee's Name
 Mr. _____
 Ms. _____
 Mrs. _____
 Job Title _____ E-mail Address _____ Business Home
How to Handle Difficult Customers **The Art of Up-Selling and Cross-Selling**
 Event # _____ Event # _____

6 **METHOD OF PAYMENT** (Payment is due before the program.)
Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.17%), New Mexico (5%), South Dakota (6%), Washington (1.5%), and West Virginia (6%).

Total amount due: \$ _____

Check # _____ (payable to Fred Pryor Seminars) is enclosed.
 Bill my organization. Attn: _____
 Purchase order # _____ is enclosed.
 (Attach purchase order to completed registration form.)

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2 Exciting Half-Day Seminars Designed Exclusively for Customer Service Specialists! Attend one or both sessions – the choice is up to you!

CUSTOMER SERVICE Survival Skills

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Who Should Attend?

- Receptionists
- Frontline Customer Service Staff
- Customer Service Managers, Supervisors, and Team Leaders
- Help Desk and ChatLine Professionals

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