



Center
for
Lifelong
Learning

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Delivering Knock Your Socks Off Service

Course objective: Deliver world class customer service using Your Socks Off skills in communication, management, and organization.

Your company benefits when:

- ◆ Managers believe in the value of customer care
- ◆ Managers have the skills and style to deliver quality customer service

Ron Zemke's newest training tool, based on the acclaimed *Knock Your Socks Off* series, reveals the secrets of customer care in the same down-to-earth style that makes *Knock Your Socks Off* the consistent choice for customer service training. In practical, easy to follow steps, employees will learn trusted techniques and positive approaches to customer care. This course takes these winning concepts to a new level with interactive features that enable employees to turn the Knock Your Socks Off Service advantage to a competitive advantage in their own workplace: Knock Your Socks Off Service skill self-assessments, goal-setting and action-planning worksheets, exercises, case situations, and desktop reminders.

Participants will learn how to:

- ◆ See things from the customer's point of view, meet customer expectations, and satisfy their needs
- ◆ Determine the right time to bend or break the rules
- ◆ Become a fantastic fixer and powerful problem-solver
- ◆ Cope effectively with difficult customers and avoid the ten deadly sins of customer service
- ◆ Formulate smart answers to tough customer questions

Instructors: All instructors meet the College's instructor evaluation process.