



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

Renee Evenson

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Your service team may represent the first, last, or only interaction point between your customers and your company. Your front-line service professionals make or break countless opportunities, leads, sales, and relationships every day. Completely revised and updated to meet the challenges of a new service landscape, the second edition of "Customer Service Training 101" presents proven techniques for creating unforgettable customer experiences. The book covers every aspect of face-to-face, phone, Internet, and self-service customer relations, and provides simple yet powerful tips for: projecting a positive attitude and making a great first impression; communicating effectively, both verbally and nonverbally; developing trust, establishing rapport, and making customers feel valued; and confidently handling difficult customers and situations. The new features include: 'How Do I Measure Up?' self-assessments, and 'Doing It Right' examples from the author's extensive customer service experience. Every step-by-step lesson in this comprehensive and inspiring training manual is augmented with instructive sidebars, a summary of key points, practice exercises, and so much more.



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