

# FACILITATOR TRAINING KIT: CUSTOMER RELATIONSHIPS THAT LAST



## FACILITATOR PREPARATION OBJECTIVES:

Facilitators and Program Leaders will

- Become familiar with the components of the leader kit, core models, and sequencing of program activities
- Begin preparation for delivery of content
- Give and receive feedback on selected presentations
- Receive templates and instructions for customizing and tailoring the program activities to internal needs and applications
- Formalize a license for internal reproduction of the program materials

Days 1 through 3

Days 4 and 5

### Facilitators will:

- Experience the six program modules of "[Customer Relationships that Last](#)" from a participant's point of view
- Discuss the core module objectives and applications with internal customer contact groups
- Become Familiar with the Leader Kit:
  - ~ The Components
  - ~ The Facilitation Guide: How to use it
  - ~ The Support Guide: Applications/Tailoring
  - ~ Wall charts, flip charts and transparencies
  - ~ The Facilitator Planning Templates

### Facilitators will:

- Review and practice delivering key programs models
- Review and practice facilitating key program activities
- Sequence and facilitate a program module
- Discuss "The Art of Facilitation" including:
  - ~ Icebreakers and energizers
  - ~ The discovery learning process
  - ~ The flip chart...an indispensable tool
  - ~ Creating participation
  - ~ Responding to questions
  - ~ Responding to challenges
  - ~ A toolkit of instructional techniques
  - ~ Tips for managing time and staying on track
  - ~ Reducing personal anxiety before group sessions

## WHEN YOU COMPLETE THIS FACILITATOR PROGRAM, YOU WILL RECEIVE:

A videotape of your personal deliveries including recorded video feedback

Comprehensive written feedback and suggestions for improvement from your FTI instructor

A Licence for unlimited production of program materials from a CD-ROM

Professional Certification from the FTI (Facilitator Training Institute)

Unlimited 1-800 Support from your FTI Master Facilitator

*"We found these training courses so relevant to our business direction that we now consider them mandatory for all customer service representatives. The course material was delivered with utmost professionalism."*

*... Nortel Networks*

# CUSTOMER RELATIONSHIPS THAT LAST

## (6 MIX AND MATCH MODULES/3 DAYS)

### What is the Program About?

"Customer Relationships That Last" develops the skills required to improve interactions with internal or external customers leading to high levels of customer satisfaction. Participants will discover and practice ways to meet customers' total range of expressed and unexpressed needs and expectations. The skills practiced in this program apply to conversations with customers or co-workers. Participants will discover the personal and professional benefits of helping customers discover the best and most complete solutions to their needs...every time!

This program is designed to help participants become more professional and effective in representing their organization as well as the products and services they provide.

"Customer Relationships That Last" teaches a time tested customer service process and provides practice and personal evaluation every step of the way. Most of the ideas presented incorporate the basic skills of communicating, problem solving, and self management.

The program can benefit anyone in an organization who wishes to develop or improve personal communication skills, respond to resistance more effectively, and increase job satisfaction and productivity.

### Participants will be able to:

- Build and manage relationships with customers while remaining focused on efficiency.
- Respond in challenging customer situations with professionalism and composure
- Recognize personal communication strengths and weaknesses when communicating with others
- Adapt their approach to create comfort and trust with different communication styles and preferences
- Fully understand each customer's situation and needs by using more effective listening and questioning
- Respond to customer's needs and expectations using effective explanations and educating each customer
- Deal professionally with customer resistance by using a simple problem solving approach
- Create and leave an impression of "WOW".

### CONTENT: 6 HALF-DAY MODULES

**Module 1:** Service from the Customer's Point of View

**Module 2:** Create First and Lasting Impressions

**Module 3:** Recognize and Adapt to Styles and States

**Module 4:** Respond in Challenging Situations

**Module 5:** Understand the Customer's Needs & Expectations

**Module 6:** Meet Needs and Build a Bridge to the Future



### TRAINING METHOD/PREPARATION:

Workshop-based with transition to work exercises



Facilitator Training Institute

14 Centennial Drive

Hampton New Brunswick E5N 6N2

Phone: 1-800-445-1648 or 506-832-1210

e-mail: [ca.forsgren@forsgren.ca](mailto:ca.forsgren@forsgren.ca)

On the Web: [www.facilitatortraininginstitute.com](http://www.facilitatortraininginstitute.com)