

Professionalism and Customer Service

Gain an understanding of professional behaviour and customer service concepts in a small business.

Introduction

The saying 'Customer is King' may be a cliché, but it holds a lot of weight for small business owners. Businesses survive on satisfied customers. Poor customer service can even lead to business failure.

This two day programme is aimed at individuals who want to gain a greater understanding of professionalism and customer service in a small business.

Benefits

- Learn how to conduct your self professionally in business
- Improve service levels in your business
- Improve communication skills
- Effectively deal with customer queries

Unit Standard

- **114974** - Apply the Basic Skills of Customer Service
- **114959** - Behave in a Professional Manner in a Business Environment

Level

2

Credits

6

Programme Duration

2 days

Targeted Audience

Frontline customer service staff in small and medium businesses.

Overview & Methodology

This course is presented in a practical and informative manner with examples, exercises and case studies.

Delegates learn the fundamentals of professional behaviour and the art of providing good customer service.

Programme Outcomes

By the end of the programme, delegates will be able to:

- Know how to behave in a business environment
- Interpret body language in a business context
- Interact with people in a business setting
- Assess your own professional behaviour in a business setting
- Explain customer service in your business environment
- Engage in an interaction with a customer
- Demonstrate communication skills in order to respond to customer need
- Process a query in order to respond to customer needs



Professionalism and Customer Service (Cont)

Programme Content

- Personal Appearance
- Exercise: First Impressions
- Exercise: Dress Code
- Professional Behaviour
- Exercise: Professionalism
- Introduction to Customer Service
- Self Assessment: My Service Levels
- Know Your Customers
- Exercise: Internal and External Customers
- The Art of Service Excellence
- Exercise: Moments of Truth
- Exercise: Statements to Avoid
- Responding to Customer Needs
- Exercise: Responding to Customer's Needs
- Exercise: Responding to Your Customer's Needs
- Dealing with Irate Customers
- Exercise: Handling Difficult Customers
- Communication Skills
- Exercise: Are You a Good Communicator?
- The Communication Model
- Exercise: Is Your Message Getting Across?
- Listening Skills
- Exercise: Restatement and Paraphrasing
- Non-Verbal Communication
- Exercise: Personal Space
- Exercise: Physical Contact
- Vocal Cues
- Summary
- Activity: Professionalism
- Summary

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