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**DO YOU WANT TO IMPRESS YOUR CLIENTS?
LET US HELP YOU!**

Group Impress Plus is an organisation dedicated to improving the **QUALITY** of your Customer Service.

START WITH OUR IMPRESSIVE CUSTOMER SERVICE TRAINING PROGRAM!

Training program includes :

- Professional image
- Personal ownership
- Effective communication
- Listening skills
- Clarify customers' needs
- Telephone answering techniques
- Evaluation and analysis of problems, decision and resolution criteria
- Different personality types of clients
- Ending the call
- Sales and cross selling techniques
- Improving customer retention
- Differentiating your service
- Workplace behaviour / Stress/ Change
- Basic knowledge of office software
- Customer Call Centre evaluation criteria

Training tools and methods :

- Training manual
- Theories
- Video support
- Voice recording of candidates
- Role plays
- Interactive tests and feedback
- Test

Modules can be offered separately or by combining several sections.

All modules are taught using a “coaching method” for both individuals and groups.

A certificate is presented upon completion of the training program.



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Course descriptions

Professional Image

Description :

The perception of your work place image can heavily influence people's perceptions about your company and impact the sales of a service or a product. Despite its importance, this element is often ignored. Additionally, to your benefit, your professional image can increase your chances to be considered for promotions.

Learning goals :

- Knowing what we must do and what we must avoid doing while initiating and during the whole conversation with a client.
- Knowing how to behave while interacting with a client.
- Knowing the dress code for the work place.
- Knowing how to represent the company by demonstrating a sense of ownership and responsibility.

Contents :

- Introduction - correct Company greeting.
- Calling the client by his/her name while using the correct title during the call.
- Non verbal communication including facial expressions.
- Appearance.
- Taking ownership – “I represent the company and I will take care of you.”

Length: 4 hours

Communication

Description:

When we speak to communicate, what we intended is not always perceived that way. Why is that? Its because a message is represented by more than words. To give a client the right impression, we must be aware of many factors that will influence our perception so that messages will be well received and well perceived.

Learning goals :

- Knowing what to do and not do when communicating with the client.
- Knowing how to identify the important pieces of information to share with the clients.
- Knowing how to answer in a clear and concise fashion.
- Knowing how to maintain control and stay organised during a call.

Contents:

- Good vocabulary (syntax, semantics, grammar).
- Remaining organised, communicate clearly, concisely and maintaining control of the call.
- “Under promise and over deliver”.
- Communicating in a respectful manner.
- Tone of voice.
- Energy.
- Volume.
- Email etiquette.

Length: 4 hours



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Listening skills

Description:

Listening well to someone is a difficult task because while we are listening, we are already thinking about what we will answer them. Therefore, we are not really listening with a 100% attention. Many factors influence the degree to which we are listening: external stimuli, personal experience, the person speaking, our interior voices... How do we recognize these factors and adjust ourselves to be more effective listeners?

Learning goals:

- Knowing how to evaluate and improve our listening skills.

Contents:

- Active versus passive listening.
- Listening between the lines.
- Emotional listening.
- Recapitulating what you heard.
- Listening to the client and adjusting to their needs.
- Taking notes while listening.

Length: 2-4 hours

Clarifying the client's needs

Description :

When a client calls, before answering his questions, we must assure ourselves that we understand exactly what he is looking for by asking the right questions. Clients do not always know what they want or how to express themselves and we must not answer until we have ensured that we understand what they need. This clarification avoids entering into unnecessary information or procedures.

Learning goals:

- Knowing how to clarify the needs of the client by asking good questions and paraphrasing.
- Knowing how to answer ANY of the client's questions.
- Being well versed in telephone techniques and etiquette.

Contents:

- Asking the right questions.
- Confirming that the client understands you.
- Demonstrating empathy and respect.
- Taking ownership for the outcome of the call.

Length:

4-6 hours



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Telephone techniques

Description

This module covers telephone techniques and courtesy amongst employees and between employees as well as their clients.

Learning goals:

- Knowing telephone techniques.

Contents :

- How to put someone on hold and how to transfer a call.
- How to professionally complete a call.
- Calls where the client wants to speak to a specific person.
- What to avoid saying which may give a bad impression.

Length: 1-2 hours

Evaluation and analysis of problems, decision and resolution criteria

Description:

This course will give you tools to simplify the analysis and evaluation of the problems presented and, helps you make the right decisions towards a resolution.

Learning goals:

- How to target and evaluate the clients' problems by gathering the correct information for a better resolution.
- How to consider all the alternatives while researching possible solutions.
- How to make the best decision while keeping in mind both the perspective of the company and the client.
- How to take the steps that will both resolve the problem and ensure that they are not repeated.

Contents:

- Gathering the pertinent information.
- Organising the information.
- Considering all the possible solutions.
- Making the best decision for both the company and the client.

Resolution of the problem

- Taking initiative and committing to the most appropriate measure.
- Solving the problem quickly and completely.
- Sharing correct and precise information.
- Determining the nature of the client's objections and responding in an appropriate fashion.
- Overcoming objections.

Length: 14 hours



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Different personality types of clients

Description

This module will help you recognise different types of clients which will enable you to adjust your behaviour and the information you share to create a maximum positive experience for the client.

Learning goals:

- Know how to recognize the different personality types of clients and how to adapt yourself accordingly.

Contents :

- Difficult clients (1 call is worth 50 calls).
- Our calm and serene behaviour.
- Not to take it personally.
- Know your clients.

Length 2-3 hours

Ending the call

Description :

This module gives you the necessary tools to end a call with a positive, memorable impression.

Learning goals:

- Knowing how to end a call whereby the client is satisfied and will not call back.

Contents :

- Revising the elements of the call and confirming that the client is satisfied.
- Entering notes in the computer.
- Advising other employees when necessary.
- Doing the little extra that gives a « WOW » factor.
- Call coding.
- Doing a follow-up.

Length : 2-4 hours



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Sales techniques

Description

This module permits you to see a different angle to sales. Sales are not about selling something but rather about solutions that will help solve the client's challenges.

Learning goals :

- Knowing how to organise the sale.
- Knowing how to identify the needs of the client.
- Knowing how to close a sale.

Contents :

- Perceptions of a sale.
- Believing in and educating yourself on your products or services.
- Learning how to identify the needs for a service or product.
- Tricks for overcoming objections.

Length : 4 hours

Customer Retention

Description

This module covers the methods to retain a client by concentrating on understanding the reasons for closing their account.

Learning goals :

- Knowing how to understand the reasons for the client leaving.
- Knowing how to promote the benefits of remaining a client with the company.
- Knowing how to save the client.

Contents :

- Clients deciding to close their account are dissatisfied clients.
- Problem solving skills.
- Empathic listening.
- Ownership.

Length : 4 hours



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Differentiating your service

Description :

This module permits you to understand the difference between Good, Very Good, Excellent, Exceptional Customer Service in order that you may offer an IMPRESSive service to your clients.

Learning goals :

- Knowing the difference between different qualities of service to help you increase your success.

Contents:

- Bad service.
- Good service.
- Very good service.
- Excellent service.
- Impressive, exceptional service.

Length: 2 hours

Basic knowledge of office software

Description:

This module increases your comfort level with MS Word and Excel.

Learning goals:

- Ability to use this software in order to create a document or a data base.

Contents:

MS Excel

- Excel screen
- Data entry
- Basic formulas
- Modifications
- Moving and copying of cells
- Graphics

MS Word

- Understanding the basic functions
- Understanding the screen
- Adding and manipulating the text
- Text modification
- Tables

Length: 4-7 hours



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Customer Call Centre evaluation criteria (CCC)

Description:

This module covers all the performance evaluations criteria used in call centers and explains why these criteria are chosen.

Learning goals:

- Knowing how you will be evaluated in a call center.

Contents:

- Call evaluation criteria.
- Quality control.
- Reliability.
- Individual goals versus team goals.

Length: 2 hours

Workplace behaviour / Stress

Description:

This module covers success oriented behaviours in the work place by discussing personality traits that are in demand by the company. We also discuss stress management and techniques which applies to both your work life and your personal life.

Learning goals:

- Knowing what are the expected behaviours in the work place.
- Knowing how to manage and adapt to changes which are inevitable in the work place.
- Knowing how to manage stress in the work place.

Contents:

- Team work.
- Pro-activity
- Organisation
- Your company
- Understanding our own behaviours and adapting ourselves to the behaviours of others.
- Change is good, but can be difficult.
- Never complain without offering a solution.

Length: 2-4 hours