

THE BASICS OF

# Knock-Your-Socks-Off Customer Service

A ONE-DAY SEMINAR  
BASED ON  
one of the most  
successful customer  
service books  
ever published!

**Today's customer is more demanding than ever.**

This outstanding day of training will teach you how to go above and beyond to make your customers feel like they're the top dog ... how to keep your customers for life ... how to handle difficult customers – and so much more. So enroll today and learn how to handle any customer service situation thrown at you, **guaranteed!**



See page 5.

Register at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com) or call **1.800.258.7246**

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## WHY DO SOME CUSTOMER SERVICE REPS RISE HEAD AND SHOULDERS ABOVE THE REST?

### ★ John is the ultimate customer service diplomat.

He knows how to make every customer feel like the most important person he's talked to all day. He's an expert problem solver who works with customers to find solutions that really fit their needs. And he's always willing to go just a little further to ensure customer satisfaction. Time and time again, you hear customers telling John how impressed they are by his professional attitude and dedication.

### ★ Will knows how to roll with the punches better than anyone.

He can turn the angriest customer around in minutes, always has a positive outlook, and possesses a take-charge attitude that tells customers he can and will personally solve their problems. Will's never-say-die service earns him the respect and admiration of even the most difficult customers.

### ★ Deanna has mastered the art of working one-on-one with customers.

She anticipates customer needs so well that some people swear she's psychic. She reads the subtle signs customers give . . . asks just the right questions to ensure 100-percent satisfaction . . . and then takes that extra step to deliver service that goes above and beyond every customer's expectations. Deanna's customer service is so legendary, people ask for her by name.

### How in the world did these service professionals become such experts at handling customers?

It's simple. They mastered the inside secrets to providing top-notch customer service and, in the process, learned to view satisfying every single customer as a challenge instead of a chore. Now your service reps can gain these same skills and others when they attend this one-day seminar.

## Find Out What It's Like to Manage a First-Class Customer Service Team

The front-line service staff you've always dreamed of managing is well within your reach.

When your employees attend this seminar they'll learn proven techniques for handling customers with tact and style. They'll build the mental and emotional strength it takes to weather customer criticism without losing their focus on delivering quality service.

Plus, they'll gain the expert listening and problem-solving skills necessary to go above and beyond customer expectations. Your service reps will discover valuable techniques for defusing tense situations, turning complaining customers into company advocates, and ensuring that first-time buyers become repeat customers. Not only will your team come away from this seminar with a new outlook on the way they do business with customers, the skills and insights they'll gain will help them develop a sense of pride, confidence, and enthusiasm that's the hallmark of professional customer service.

## Three Reasons Why Your Staff Can't Afford to Miss This Seminar

**1** First and foremost, this seminar was developed by Kristin Anderson – a recognized expert in the field of customer service training – and is based on the nationally acclaimed book “Delivering Knock Your Socks Off Service®,” which she co-wrote.

**2** Second, all the techniques your staff will learn here have been field-tested and proven to be effective on the front lines of customer service departments across the nation. So you can rest assured that your employees will come back to your company with solid skills that you and your customers alike will value.

**3** And finally, we are so confident that this seminar will deliver everything we promise and more . . . that we guarantee it. You will be 100-percent satisfied with your training investment or your money back. Enroll online at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com) or call 1-800-258-7246 and reserve seating for your staff today.

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## HERE'S WHAT YOUR STAFF WILL LEARN . . .

### Master Knock-Your-Socks-Off Service Basics

- How good are your customer service skills? Take this confidential self-audit and see how you stack up against the pros
- How to treat customers like friends and still maintain a professional working relationship
- 3 statements the pros use to make sure first-time buyers come back for more
- How to avoid committing the 10 cardinal sins that drive customers straight to the nearest competitor
- Why do some reps never seem to burn out? Learn their secrets here
- How veteran service reps keep customers for life
- IMPORTANT: The 1 maxim every service rep must follow to the letter – otherwise, your service means nothing to customers

### Make Every Customer Feel Like Number One

- Expert listening techniques that let customers know they have your undivided attention
- How to read the subtle signs that tell you a customer isn't 100-percent satisfied
- 4 winning phrases that let customers know their satisfaction is your top priority
- The best way to deliver bad news without upsetting the customer
- When someone slips up – here are the step-by-step actions you must take to regain a customer's trust and dedication
- 5 deadly phrases many reps use that destroy customer goodwill – and what to say instead
- How to make customers feel like they're receiving top-quality service, even when you can't deliver everything they want
- 9 pivotal actions you can take to project a more professional image to customers

### Handle Difficult Customers With Confidence

- A simple phrase that defuses hotheads in seconds so you can get down to resolving their problems
- The best way to make customers understand that their requests are unreasonable and to get them to compromise
- Proven strategies for dealing diplomatically with the 5 types of tyrannical customers who drive all reps crazy
- How to help customers realize when they're wrong – and a solution that lets them save face
- 2 valuable methods for weathering customer fury like a knock-your-socks-off service pro
- How to recognize and effectively handle customers who can't ever be satisfied – without losing their business
- 9 stress-busters that'll alleviate tension and allow you to stay calm and collected under pressure
- How to convince cynical customers that you can and will do something to solve their problems

### Go Above and Beyond Customer Expectations

- 5 keys to delivering service that's so good, it'll knock your customers' socks off
- How to show customers that you sincerely value their business, without being sappy or melodramatic
- A great technique for anticipating customers' needs – even before they do
- How to avoid breaking promises and deliver service that goes the extra mile every time
- 3 steps for following up a purchase to ensure that customers are absolutely, positively satisfied
- How to take the first, and most important, step toward delivering exceptional customer service
- Why complaining customers are one of your most valuable resources . . . and how to reward them

**THE SEMINAR BEGINS AT 9 a.m. AND ENDS PROMPTLY AT 4 p.m.  
REGISTRATION BEGINS AT 8:30 a.m. Lunch and parking are on your own.**



# HOW WOULD YOUR STAFF HANDLE THESE CUSTOMERS?

Take a look at the personality profiles below. Then check the answer that best describes your team members' customer service skills.

## DOMINATOR Debbie

... Wants to put you under her thumb and grind you to a pulp. Every single problem she has is your fault. Nothing you do is right. And the smaller she makes you feel, the better. If you even think about standing up for yourself, she'll tell your boss how rude and uncooperative you are.

Could your team members handle Debbie?

YES  NO  NOT SURE

## BLABBERMOUTH Bill

... Will tell you about his children, his job, his heart condition, the economy, and everything else under the sun. He keeps other customers waiting and always gets annoyed when you explain that you need to help someone else.

Could your team members handle Bill?

YES  NO  NOT SURE

## EXTRA SPECIAL Eric

... Is so important he can't bother to wait in line, be put on hold, or speak to anyone except the "head honcho." He always demands red-carpet treatment and isn't happy unless he thinks he's getting a deal.

Could your team members handle Eric?

YES  NO  NOT SURE

## KNOW-IT-ALL Nancy

... Is sure that you haven't got a clue how to help her. She loves to make herself look good by trying to make you look dumb and is always spoiling for a good argument. Nancy must have eyes in her nostrils because that's the only way she could hold her nose so high and still see.

Could your team members handle Nancy?

YES  NO  NOT SURE

If you weren't absolutely sure your staff members could handle these tough customers like pros, enroll them in this seminar. We guarantee they'll build the expert skills they need to deliver world-class service and send even the most difficult customers away with a smile. To reserve seats for your team, call 1-800-258-7246 today.

**Great Group Discount: When 3 enroll from your organization, a 4th attends FREE!**

# LEARN FROM THE NATION'S #1 BUSINESS TRAINER!

## The Padgett-Thompson Success Story

PADGETT-THOMPSON trains more than 300,000 businesspeople annually in over 300 cities nationwide.

### What's our secret?

We didn't reach this impressive position by accident ... but by providing super-concentrated, skill-based seminars to busy professionals – like you – who need proven strategies and techniques they can use immediately to become more successful on the job. Padgett-Thompson offers today's businesspeople in-depth coursework ... a chance to network with other committed professionals ... and the real-world insight that has made Padgett-Thompson a world leader in business education. There's no better way to achieve the level of personal and professional excellence you want than by turning to the education expert.

### But that's just part of the story ...

This valuable information is brought to life by the distinguished professionals

who present our seminars. Each presenter possesses two qualities that guarantee you'll receive the best training available today.

First, these presenters are seasoned professionals with years of hands-on experience dealing with the same challenges and frustrations you face in the fast-changing business world. They know what works – and what doesn't. So, they'll share with you skills that are practical, proven, and 100-percent effective. Second, these presenters are powerful public speakers ... in fact, they're unmatched in their ability to deliver clear, concise presentations.

They know how to train others quickly and thoroughly. So you can count on training that's on target and inspirational.

### The bottom line ...

A PADGETT-THOMPSON seminar is a unique learning experience – one that's unrivaled in the business training industry. Nowhere else can you find such a wealth of valuable information that you can begin using immediately to boost your professional success.

## Don't Take Our Word for It ... Look at What Our Customers Are Saying:

"An outstanding program for people just getting started in a customer service position, as well as those professionals who regularly have to [work with] the public."

– F. Berkebile, Road Rescue Inc.

"I enjoyed this seminar and feel it will help me in the areas of assertiveness, self-confidence, and self-esteem."

– D. J. Jackson, N & S Vending Services Inc.

"Very impressed. I highly recommend this class to all service leaders and providers."

– S. Clark, AVP



## STAR12 Members Learn More, Yet Pay Less!

We asked what successful professionals like you wanted from the nation's top training company. You answered loudly – more for less.

So we're proud to announce the STAR12 membership program ... where one low membership fee gives you UNLIMITED access to our vast collection of training!

As a member, you can attend as many of our seminars as you'd like for an entire year – for FREE! Plus, you'll get 24/7 access to our incredible STAR12 online learning collection. And that's just for starters!

STAR12 is the most comprehensive learning network in North America. And, it's the best value in training anywhere! So take control of your success – join STAR12 today!

[www.natsem.com/STAR12](http://www.natsem.com/STAR12)

Become a STAR12 member today for only \$599,\* which allows you to attend **The Basics of Knock-Your-Socks-Off Customer Service** – or any other seminar in the STAR12 learning collection – for FREE! Call 1-800-258-7246.

\*\$599 entitles you to a Gold-level individual STAR12 membership.

# BRING THIS TRAINING TO YOUR ORGANIZATION



## ON-SITE TRAINING SERVICES: WORLD CLASS TRAINING. GUARANTEED RESULTS.

Mission critical seminars, such as the one described in this brochure, should be "must-attend" training for your team.

Our On-site Learning Solutions can make that possible by delivering this seminar – or one of our more than 200 results-producing learning programs – directly to you. You control the date, the time and place, and our training consultants work with you to customize the program so that it's a perfect fit for your organization's specific needs.

You get the same high-quality learning experience that our public seminars are famous for, an incredibly motivating expert trainer, valuable workshop resources, the same 100-percent guaranteed training – and you get it all on your organization's schedule. Training simply doesn't get more convenient than that!

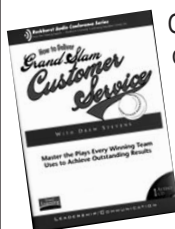
Find out how our guaranteed on-site learning solutions can benefit your organization.

To find out more, call 1-800-344-4613, e-mail us at onsite@ruceci.com or visit us on the Web at www.NationalSeminarsTraining.com.

*The Standard in Training Excellence*

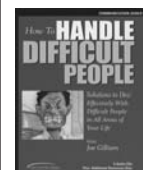
## Recommended Resources From Our Training Experts ...

### Muscle Your Competitors Out of the Way With This One ... Two ... Three Punch!



Customer service is an important aspect of your company. You can't afford to drive away your hard-earned leads with sloppy or rude customer service. Plus, you won't just lose that customer; you'll lose the future customers that person could have referred. You know how expensive it is to get that phone to ring, so make sure it's a great customer experience that will keep your customers coming back ... *every time!* This can't-miss resource will be an invaluable part of your company's long-term customer retention plan!

Order *How to Deliver Grand Slam Customer Service* (Audio CD) today and get *How to Handle Difficult People* (6 Audio CDs) FREE!



Yours FREE!  
*How to Handle Difficult People*  
(6 Audio CD – retail value: \$89.95)

Item No. PCZ0808 ... Retail Price: \$288.95

**Your Price Only: \$199** (You Save Over \$85!)

Satisfaction  
100%  
guaranteed!

To order, call 1-800-258-7246 or see order form on page 7.

## To Enroll ...



Register online at  
www.NationalSeminarsTraining.com



or call toll-free 1-800-258-7246



or fax the completed registration  
form to 1-913-432-0824



or mail the registration form to:  
Padgett-Thompson  
P.O. Box 419107  
Kansas City, MO 64141-6107

## Registration Information

**Our Registration Center** is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

**Group Discount:** When 3 enroll from your organization, a 4th may attend for FREE!

**Check-in** begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

**Cancellation:** If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

**CEUs:** Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions.

**CNE:** Rockhurst University Continuing Education Center, Inc. is an approved provider of continuing nursing education by the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

**Tax Deduction:** The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

FED ID #43-1576558

## REGISTRATION FORM

### 1. Enrollment Fees:

Group Discount: When 3 enroll from your organization, a 4th attends FREE. Group discounts apply to seminar registrations only, and cannot be used for STAR12 memberships.

### 2. Names of Attendees (Please Print)

*(Please list additional registrations on a separate sheet and attach.)*

1. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-Mail Address \_\_\_\_\_

City/Event #: \_\_\_\_\_

2. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-Mail Address \_\_\_\_\_

City/Event #: \_\_\_\_\_

Please send me \_\_\_\_\_ copies of *How to Deliver Grand Slam Customer Service* (Item No. PCZ0808) at \$199 each. Add 7% or applicable sales tax to your product payment. Shipping fees are \$6 for first item; \$1.50 for each additional item; express extra. Method of payment is indicated in step 4.

### 3. Company Information (Please Print)

\*Phone required in case of last-minute changes.

Organization \_\_\_\_\_

Address \_\_\_\_\_ Mail Stop \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Approving Supervisor: Mr./Ms. \_\_\_\_\_

E-Mail Address \_\_\_\_\_

\*Phone \_\_\_\_\_

\*\*Fax \_\_\_\_\_

Sign here \_\_\_\_\_

\*\*This fax number will be used to send confirmation of your registration as well as to notify you and your organization of upcoming events in your area and provide you and your organization with special discount offers. By signing, you and your organization are giving permission for RUCEC to use your fax number for these purposes.

### 4. Method of Payment

If you have registered by phone, please record your confirmation number here:  
\_\_\_\_\_

Check payable to Padgett-Thompson is enclosed

Charge to:  MasterCard  VISA  American Express  Discover  Diners Club

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Bill my organization; Attn: \_\_\_\_\_

(Note: Full registration fee due and payable prior to start of workshop)

Our purchase order is attached (government, educational, and health-care organizations only)

### 5. Important: Your VIP Customer Number

□ □ □ □ - □ □ □ □ □ □ - □ □ □ □ - □ □ □ □

Fill in your VIP Customer Number as it appears above the name on the mailing label.  
(Record the number even if the label is addressed to another individual.)

## Workshop Schedule



**Padgett-Thompson**  
 P.O. Box 419107  
 Kansas City, MO 64141-6107

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**STAR12** allows you to  
 learn more while paying  
 a lot less for your training.  
*Details on page 5.*

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