Schedule	Customer Service Essentials Program
Session 1	**Cultivating a Growth Mindset:** In this session, we will define, clarify, and discuss what a growth mindset looks like, and learn how to cultivate more helpful mindsets and behaviors relative to the environments we manage at work and at home. Participants will learn the four mindsets that drive the quality of our choices, actions, and decisions, and how these mindsets form the basis of positive, productive interactions with customers and team members.
Session 2	**Generous Listening Skills:** The ability to listen generously is a critical skill in customer service. Listening is an art and a discipline, especially given the predictable problems that can arise during customer service interactions. In this session, we define Level 3 listening, improving our ability to hear the facts, feelings, and pain points from the customers perspective.
Session 3	**Better Results through Relationship:** Improving Interpersonal Savvy In this workshop, we define interpersonal savvy and learn the importance of developing a set of interpersonal skills to relate comfortably with others, build rapport, and set the stage for smooth, productive interactions. We will learn and discuss the four types of empathy and the importance of empathy in building an exceptional customer experience.
Session 4	**The Four Social Styles**: What are the four social styles, and how can they help us understand and align with customer needs to deliver more effective solutions? In this session, we define the four social styles, and practice how to identify each style. Special Note: Each participant will take a social style assessment, to better understand their own style and preferences, as well as how to work effectively with customers whose style differs from their own.
Session 5	**The Trusted Advisor Role: Partnering with the Customer** We begin this session by defining and discussing what it means to be a trusted advisor to our customers. Participants will learn a four-step method to partner with customers, building rapport and relationship to become a trusted advisor to customers. We will also define market trust. We will learn how to communicate value and become a trusted brand, leading to customer satisfaction and retention.
Session 6	**Setting the Tone: Framing the Customer Interaction** In this session, we learn about framing the customer conversation, and how to set the tone for the conversation using a welcoming, helpful demeanor. We learn a four-step method to frame the discussion, so customers know what to expect during the conversation. We will also discuss how framing the conversation allows both parties to get clear and aligned at the beginning of the conversation, leading to better results.
Session 7	**Discovering Customer Concerns and Goals:** In this session, we unlock the power of using discovery questions to understand customer concerns and goals. We will talk about the importance of creating a space for the customer to express their concerns from their perspective and learn five discovery questions that help us clarify the customer perspective, to ensure we are working the root cause issue, versus a symptom of the problem.
Session 8	**Alleviate Concerns and Generate Options:** In this session, we learn a three-step method to clarify, validate and confirm understanding of the customers concerns; respond in a way that alleviates concerns, and partner with the customer to generate options to resolve the issue. We also share tips on how to respond when the customer is angry, including how to manage and validate emotions, ground the conversation, and clarify the objective.
Session 9	**Moving Forward – Resolving Issues and Retaining Valued Customers** In this session, we learn a simple technique to come to agreement on the best option which meets the customer and company needs. We also learn best practices to close out the interaction in a way that builds a strong partnership with the customer. We end this session with a few ways to obtain customer feedback, improving our ability to deliver a consistent positive customer interaction and retain valued customers.
Session 10	**Manage Time and Energy:** As we know, our energy and our time are finite resources, so it makes common sense to learn how to manage them for optimal productivity and well-being. During this session, we discuss best practices to better manage time and energy given multiple (and often unplanned) customer requests and shifting priorities.