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**ICSA Canada – Toronto Chapter presents on**

**Thursday, March 29, 2012**

**A 1-day Intensive Customer Service Certification Program**

### **Who Needs Customer Service Training?**

**Your** company needs it! And everyone in your company who deals with people (both customers and colleagues) needs it!

Our Customer Service program is a certificate-granting one-day workshop that will give you the building blocks needed to enhance your career in customer service and obtain world-wide recognition as a Customer Service Professional.

In this era of intense competition and rapid technology changes, effective customer service means real increases in a company's revenues. Companies that provide poor service find out very quickly that it is a 'need to have' not simply a 'nice to have'.

With the cost of doing business rising rapidly, the threat of losing a customer makes customer service that much more critical to your business' success. When you use the techniques you will learn in this workshop, everyone will benefit – you, your company, and your customers!

**So, who needs this program? Companies like yours that want to grow and succeed, and people like you who want to grow and succeed with them!**

### **Highlights of what you will learn:**

This interactive workshop is fun, relaxing, enjoyable, and easily applicable solutions for service excellence that are proven to work in today's toughest customer service arena - the real world.

The program addresses topics that include understanding customer expectations, profiling difficult customer situations, dealing with customer objections, a model for effective complaint resolution and how to use assertive techniques and positive language to diffuse difficult situations, creating a positive customer experience and creating a win-win situation.

#### **Module One: The Value of a Customer**

- What is a customer worth?
- Why customers leave

#### **Module Two: Handling Customer Interactions**

- Effective Telephone interactions

#### **Module Three: Service Cycle Framework**

- Step 1: Greet
- Step 2: Listen
- Step 3: Negotiate
- Step 4: Resolve



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**Module Four: Effective Customer Questioning**

- Types of questions
- Question scenarios

**Module Five: Difficult Customers**

- Four personality types
- Why deal with difficult customers
- Irrate clients
- Confused clients
- Righteously indignant clients
- Chatty clients
- When you can't say 'yes'
- Never Say Never No More
- Customer Service Role Play and Critique

**Module Six: Team Work**

- The value of teams
- A note about diversity
- 4 stages of team dynamics
- Team roles and Team building exercise

**Who Should Attend?**

You will benefit from this seminar if you are responsible for ensuring and improving customer satisfaction within a business or organization, especially if you work in:

- Customer service department
- Help desk department
- Contact Centre
- Service and Sales
- Administration



**International Customer  
Service Association of Canada  
Toronto Chapter**

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**Bio – Corey Atkinson, Professional Speaker & Corporate Trainer**

Corey is a sharp and seasoned training specialist who exemplifies leadership in all walks of life. As a professional speaker, corporate trainer and consultant, Corey works with clients to enhance their clients' customer experience and strengthen their service skills. He is energetic, entertaining, but most of all educating - a respected instructor who has a natural ability to connect with all levels of a business - from the CEO to Customer Service Representatives.

With over 10 years of experience in numerous organizations - both for profit and non-profit - Corey has become a recognized professional in customer service and leadership. Participants of workshops facilitated by Corey provide exceptional feedback with comments such as "fun and interactive" and "knowledgeable with meaningful examples".

**AGENDA**

**Date:** Thursday, March 29, 2012

**Time:** 8:30 A.M. – 9:00 A.M. – Registration  
9:00 A.M. – 4:30 P.M. – Workshop

**Location:** TBD

**Cost:** ICSA Member: \$429.00 + HST      Non-member: \$499.00+ HST  
Groups of 3 or more will receive a 10% discount

**Reply By:** **Thursday, March 22, 2012**

**Contact:** Dolly Konzelmann      **Phone:** 905-477-5544      **Email:** [dolly@icsa.on.ca](mailto:dolly@icsa.on.ca)

**SPONSORS**





**REGISTRATION**

**1-day Customer Service Certification Program  
Thursday, March 29, 2012**

THE FOLLOWING PERSON(S) WILL BE PARTICIPATING: (Please print)

1		5	
2		6	
3		7	
4		8	

I am a Toronto Chapter ICSA MEMBER:     Yes     No

**Cost:**                    ICSA Member: \$429.00 + HST                    Non-member: \$499.00 + HST

Payment Option (Please check):     Visa                     Master Card                     Amex

For credit card payments, please fax this page to 905-940-1278 (Markham) – *Secure Fax*

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Phone #	
Cellular #	

Once reservations are confirmed, any cancellations not received will be charged accordingly. To keep our prices affordable, we will invoice all no-shows. Replacements are welcome. ICSA Toronto Chapter has the right to cancel or reschedule its venues due to unforeseen circumstances. If a cancellation occurs, ICSA Toronto Chapter will refund any payments that have been made for that venue.

*If there are others in your organization that could benefit from this information, please forward this to them.  
Thank You.*