



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

ICSA – Toronto Chapter presents on

Thursday, February 23, 2012

A 1-day Intensive Customer Service Certification Program

In London, Ontario!

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

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



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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, February 23, 2012

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

Location: TBD, London, ON

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

Reply By: **Thursday, February 16, 2012**

Contact: Dolly Konzelmann **Phone:** 905-477-5544 **Email:** dolly@icsa.on.ca

SPONSORS





REGISTRATION

**1-day Customer Service Certification Program
Thursday, February 23, 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*

Company Name	
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Total Amount \$	
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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.*