

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/5165](http://www.amanet.org/5165)

# Customer Service Excellence: How to Win and Keep Customers

**Providing customer service excellence is what will keep your customers coming back.**

Customer service excellence will give you the competitive advantage you need to survive in a tough and increasingly uncertain business climate. In today's customer-oriented business environment, "people skills" are critical for personal and organizational success. How you handle your customers can directly affect your individual goals as well as your team's and company's performance. This training seminar on providing good customer service gives you the skills you need to communicate professionalism, gain respect, enhance customer relationships and secure an overall competitive advantage through customer service excellence.

## How You Will Benefit

- Deliver better, faster service and increase customer satisfaction
- Learn how to gain repeat business
- Know what customers expect
- Increase your credibility with customers—and your value to your organization
- Manage stressful situations more effectively
- Recognize the signals of customer irritation—and how to respond appropriately and assist in quickly finding a workable solution to your customer's problem

## What You Will Cover

- The benefits of providing good customer service
- Focusing on customer service excellence and success
- How customer service creates revenue
- Why customer satisfaction is based on perceptions
- Focusing on customers' top two expectations to save time and reduce stress
- Managing customer expectations by personality style
- Dealing with difficult customers
- Responding effectively to specific customer behaviors

## Who Should Attend

Customer service representatives, technical and support personnel, field service representatives, account managers, credit and billing specialists, small business owners—as well as managers who want customer service training in order to

reinforce their skills and train their staffs.

## Special Feature

### This Seminar Features Blended Learning

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner - producing a greater return-on-investment for the employer and the seminar participant

### Schedule

- [2] days - \$1,895 Non Members
- [2] days - \$1,695 AMA Members
- [2] days - \$1,605 GSA

### Credits

1.2 CEU/14 CPE

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