

C U S T O M C O U R S E

How to Kiss and Keep Your Customers



DTS International

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Why How to Kiss and Keep Your Customers?

Great customer service is what makes or breaks organisations. You can have a great office, fantastic product and an awesome sales force, but without a great customer service team your customers will not come back. The great Walt Disney once said “you must do what you do so well that when people come back they bring their friends” – This workshop is about making sure your customers want to come back.

Doug Malouf is known around the world for his unique presentations that get results. He has delivered over 2500 corporate presentations and there are more than 300,000 people worldwide using his ideas. Doug has authored 9 books including the best selling **How to Kiss and Keep Your Customers**. This book is the basis for this program. His other titles are around communication, presentation and customer service.

Purchase any of Doug's books: <http://dtstraining.com.au/products.html>.

What is the Kiss and Keep Workshop?

Customer service staff are the face of your organisation. This workshop is designed to make sure that the face is giving the right impression. Too many times we see organisations lose business through poor customer service.

In this workshop you will learn:

- The Power of Internal and External Customer Service
- The Seven Steps for Outstanding Customer Service
- The Five Quick Ways to Build Rapport
- How to Deliver Customer Service that Will Beat the Competition Every Time
- Building a Client for Life Through after Sales Service

This interactive workshop has been designed to develop customer service skills. Make sure that your frontline staff are making the right impression on your customers.

Who Should Attend the Kiss and Keep Workshop?

This workshop's principles translate to all aspects of business and personal life. The program can assist novices to seasoned professionals. The people that will benefit include:

- Business Owners
- Managers
- Salespeople
- Customer Service Agents
- Frontline Staff
- Team Leaders

Workshop Format

How to Kiss and Keep Your Customers is a highly interactive workshop and focuses on participants being involved in creating customised service strategies to implement immediately.

This workshop can be delivered in a number of formats (1 day, 2 day, or split half days) all of which follow a basic structure:

Session One

- The Power of Product knowledge
- Understanding Your Impact on Others

Session Two

- How to Under Promise and Over Deliver
- How to Build Your Reputation in the Market

Session Three

- How to Over Service Your Existing Clients
- Understanding How Customers Rate a Business

Session Four

- The Reasons Customers Never Come Back
- How to Create More Be Backs for Your Business
- The Power of After Sales Service

Note: The session content and length can be customised to include examples specific to your business.

What Do I Get?

As a part of this program each participant will receive:

- **A Copy of the How to Kiss and Keep Your Customers Book**
- **24 page Personalised DISC Profile**
- **Customised Workbook**
- **A DTS International Accredited Facilitator**
- **Certificate of Completion**

Ask us how this course can be licensed to be run in house by your own internal trainers!

**Call us now to book your own How to Kiss and Keep Your Customers
Workshop for you and your team**

02 9360 5111 or info@dtssydney.com

How to **KISS** and keep your **customers**



How to Kiss and Keep Your Customers

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This workshop will empower participants with a proven strategies to impress customers. The program is focused on getting the basics right and going the extra mile. This workshop reminds participants that customer service is not about gadgets and automated processes, its about the relationships you form and the way you leave customers feeling.

Each participant will receive a customised workbook, a copy of the best selling book *How to Kiss and Keep Your Customers*, a certificate of completion, a personalised 24 page behavioural profile and an accredited facilitator for the duration of the workshop.

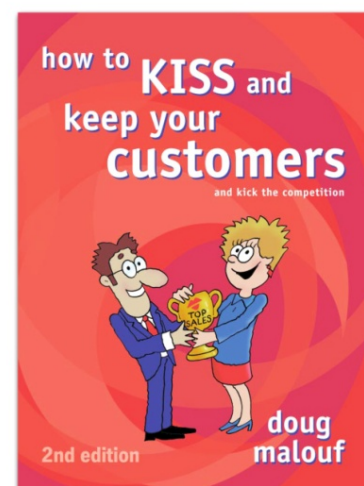
Results and Benefits

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In this workshop participants will learn:

- **The Power of Internal and External Customer Service**
- **The Seven Steps for Outstanding Customer Service**
- **The Five Quick Ways to Achieve Rapport**
- **How to Deliver Service that Beats the Competition**
- **Building a Client for Life with After Sales Service**

**Based on
Doug Malouf's
best selling book:**



To find out what this workshop can do for you and your team. Call us today!

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