

Understanding the Service Customer

Chapter 1: Introduction

- Session 1: Introduction
- Session 2: The Lion's Den

Chapter 2: Customer Service

- Session 1: What is Customer Service
- Session 2: Who is Our Customer
- Session 3: What Does the Customer Want
- Session 4: Are We Capable of Great Customer Service

Chapter 3: Why a Customer Does NOT Visit Our Service Department

- Session 1: Price/Value
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- Session 3: Convenience
- Session 4: Relationship/Treatment
- Session 5: Why a Customer Would Visit an Independent

Chapter 4: The Customer Breakdown

- Session 1: Ages 18-34
- Session 2: Ages 34-55
- Session 3: Ages 55 and Older
- Session 4: What the Customer Expects

Chapter 5: The 4 Common Traits about People

- Session 1: They Love to Talk
- Session 2: They Love to Talk about Themselves
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- Session 4: They Love Compliments
- Session 5: Is There a Story about That

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- Session 3: Patience
- Session 4: Attentiveness
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- Session 7: Acting Skills
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- Session 3: Always Answer the Phone
- Session 4: Don't Make Promises You Cannot Keep
- Session 5: Listen to Your Customers
- Session 6: Deal Promptly with Complaints
- Session 7: Be Helpful – Even if There is NO Reward
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- Session 9: Go the Extra Mile
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- Session 1: 65% of Your Service Customers
- Session 2: 80% of all Purchases
- Session 3: 70% Felt Uncomfortable
- Session 4: Service Departments Not Designed for the Female
- Session 5: Women Have Higher Expectations
- Session 6: Women are Emotional Buyers
- Session 7: Women are Logical Decision Makers
- Session 8: Women Tend to Fill Out the Customer Surveys
- Session 9: Women are Opinionated
- Session 10: The 7 Do's When Dealing with Women

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- Session 3: The 10' Rule

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- Session 3: First Impressions
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- Session 5: The 6 Universal Facial Expressions
- Session 6: Body Language Signs - Eyes
- Session 7: Body Language Signs - Mouth
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- Session 3: Is a Customer Complaint Good or Bad
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- Session 7: How to Deal with an Angry Customer
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- Session 3: The 5 Senses
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