



Customized with your real-world scenarios & designed to meet your desired outcomes.

Serving Self & Others

COURSE OVERVIEW

Each employee has the ability and choice to show up for customers in an attentive, caring, and considerate way, and this serves both the customer and yourself. This workshop examines how to accomplish this dual goal within each customer interaction, even during tough conversations. Gaining a customer’s trust, receptivity and cooperation involves the ability to use the following five skills to serve yourself and others well.

- **Mindset and Perspective:** Recognizing our personal beliefs and how these show up in our actions.
- **Grit:** The ability to purposefully perform at your very best, despite adversity and challenging situations.
- **Empathy:** Caring and creating a connection to help manage customer emotions. Compassion fatigue can emerge when signs of indifference and feeling numb emerge within ourselves, and can be overcome with certain techniques.
- **Messaging:** Making conscious choices with words, body language and voice tone to help the customer’s attention and comprehension.
- **Personal Motivation:** Engaging the ability we each have to inspire ourselves into meaningful action.

Making a difference to each customer in a way that connects them uniquely to your organization is possible with intentional use of these techniques. These serve the customer well and help instill healthy behaviors within ourselves.



“When we are no longer able to change a situation, we are challenged to change ourselves.”
– Viktor Frankl



LEARNING OUTCOMES

Be a positive influence on the receptivity and cooperation of customers

Feel motivated and confident to improve customer interactions

Apply tools to cope with the emotional aspects of tough customer conversations

Use techniques to create productive and caring customer conversations

BUSINESS OUTCOMES



Improve Employee Grit



Improve the Caring Nature of the Organization



Enhance Customer Satisfaction & Loyalty



Improve Employee Performance

WHO SHOULD ATTEND?

All front-line employees who are the main contact for external customers.

PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.



Contact us to explore how we can meet your training goals!
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